

STACKD

FROM ZERO TO £200

The Step By Step Guide To Creating An Online Income Stream Powered With AI

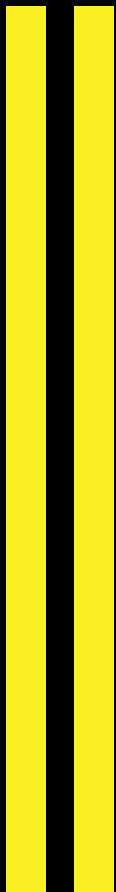


TABLE OF CONTENTS

1: INTRODUCTION

2: INTRO CONTINUED

3: THE TOOLKIT

4: YOUR WORKSPACE

5: METHODS

8: METHOD 2

11: METHOD 3

14: REALISTIC RESULTS

15: HOW TO GET TRAFFIC

17: HOW TO SCALE

21: FINAL WORD

INTRODUCTION

WHY £200/MONTH IS THE PERFECT FIRST GOAL

When people dream of earning money online, they often aim too high too quickly — “I want to quit my job”, “I want to make six figures”, or “I want passive income while I sleep”. But the truth is, those goals are like trying to run a marathon when you’ve never even jogged around the block.

That’s why £200 per month is the perfect starting point.

- It’s realistic — you don’t need a massive following, tech skills, or a ton of time.
- It’s motivating — it’s enough to pay a bill, cover your phone contract, or fund a side passion.
- It proves one thing that changes everything: making money online is real — and you can do it.

Imagine this:

You create a simple AI-powered product in a weekend.

You list it on a marketplace.

It makes a few sales.

Now you’ve got £200 in your bank account that didn’t exist the month before — and you’ve done it without begging for freelance gigs or joining yet another dodgy “side hustle” group on Facebook.

That’s powerful.

Once you hit £200/month, the rest becomes easier. You now have:

- Proof of concept
- Confidence
- A product or skill you can scale

This guide exists to get you to that first milestone — the one most people never reach.

Why AI Makes it Possible Now

Until recently, making money online meant learning to code, designing websites, or spending months writing content. Now, AI removes most of those barriers.

Today, tools like ChatGPT, Canva, Notion, and Gumroad let you:

- Generate product ideas in seconds
- Write content, guides, and scripts automatically
- Design digital products with drag-and-drop ease
- Sell them globally with zero upfront cost

INTRODUCTION (PAGE 2)

WHY £200/MONTH IS THE PERFECT FIRST GOAL

Think about it:

- 5 years ago, you'd need to hire a designer to create a digital planner — now you can generate the content with AI and build it in Canva for free.
- You used to need to write every blog post yourself — now you can create SEO-ready drafts in 30 seconds.
- Want to sell an ebook? You don't need Amazon. You can launch it on Gumroad tonight.

You don't need permission anymore.

AI gives anyone with an internet connection the tools to launch something useful — fast.

This isn't about tricking people with fluff. It's about:

- Identifying a real problem
- Using AI to help solve it
- Packaging it simply
- Selling it with zero overheads

And yes — people will pay you for that. You'll see how, step by step.

The "Get Real, Get Paid" Mindset

Let's be honest. You've probably seen ads like:

"Make £10,000/month with AI using this secret method..."

But deep down, you know it's nonsense. Those funnels exist to sell you another funnel — not a skill.

This guide flips that script.

You're not going to get rich overnight. But you can get paid for doing something smart, simple, and useful — without lying, spamming, or selling pipe dreams.

The truth is:

- £200/month might sound small, but over a year, it's £2,400 — enough for a holiday, savings, or reinvestment into your next idea.
- Once you hit £200, hitting £500 or £1,000 becomes far more realistic — because now you have a system.
- Consistency, not cleverness, is what wins this game.

If you're ready to take action — and you're willing to build something useful — then by the time you finish this guide, you'll know exactly what to do to make your first £200 online using AI.

Let's begin.

THE TOOLKIT

TOOLS YOU'LL USE, HERE'S WHAT YOU'LL BE WORKING WITH:

1. ChatGPT

Your personal writing assistant.

Use it to:

- Generate product ideas
- Write content (guides, checklists, sales copy)
- Improve or rewrite what you've already got

Tool link: chat.openai.com

Cost: Free (the GPT-3.5 version is plenty to start with)

2. Canva

Your design studio — but drag-and-drop easy.

Use it to:

- Design digital products like planners, ebooks, cheat sheets
- Create marketing images (mockups, promo posts)
- Build clean, professional visuals without a designer

Tool link: canva.com

Cost: Free plan is enough

3. Gumroad

Your shop. Upload your product, set the price, and Gumroad handles the rest.

Use it to:

- Sell digital downloads (PDFs, Notion templates, videos, etc.)
- Deliver products automatically after purchase
- Collect payments globally

Tool link: gumroad.com

Cost: Free to start (they take a small cut per sale, no monthly fees)

4. Notion

Optional but powerful.

Use it to:

- Organise your workflow
- Build templates or digital products you can share or sell
- Create a free personal homepage or portfolio

Tool link: notion.so

Cost: Free plan available

YOUR WORKSPACE

THIS ISN'T ABOUT BUILDING A BUSINESS EMPIRE — IT'S ABOUT SETTING UP A CLEAN, SIMPLE SYSTEM SO YOU DON'T WASTE TIME OR OVERTHINK THINGS.

Step 1: Create a "Side Hustle" Folder

On your computer or Google Drive, create a main folder: **AI Side Hustle**

Inside it, add subfolders like:

- 📁 Products
- 🗂️ Marketing Assets
- 💡 Ideas
- 📊 Sales + Analytics

Step 2: Set Up Your Accounts

- Create free accounts on ChatGPT, Canva, Gumroad, and Notion (links above)
- Bookmark them in a browser folder called "Side Hustle Tools"
- Keep one master Notion page or Google Doc to track progress

Optional: Join a Community, Motivation matters.

Join Reddit communities like r/sidehustle or r/AItools, or follow AI creators on Twitter/X. Being around others who are building helps you stay accountable. You now have all the tools you need to launch.

Next: We'll walk through your first money-making method — one of the fastest, simplest ways to get to that first £200: AI-powered digital downloads.



METHOD #1: AI-POWERED DIGITAL DOWNLOADS

ONE OF THE FASTEST WAYS TO MAKE MONEY WITH AI IS BY SELLING SIMPLE DIGITAL PRODUCTS — THINGS LIKE PRINTABLE PLANNERS, GUIDES, CHECKLISTS, OR TEMPLATES. YOU CREATE THEM ONCE, AND PEOPLE CAN BUY AND DOWNLOAD THEM OVER AND OVER AGAIN.

What Is It?

You'll use ChatGPT to generate content and Canva to design the product. Then, you'll upload it to Gumroad, set your price, and promote it using free traffic (like TikTok, Reddit, or Instagram).

This is a great first method because:

- It requires no tech skills
- You don't need to take payments manually — Gumroad handles everything
- You create it once, and it can earn money repeatedly (passive income)

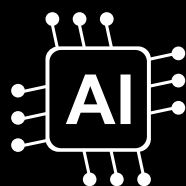
Real Product Examples:

- Daily Habit Tracker (PDF) — £7
- AI-Powered Resume Template (PDF or Notion) — £5
- 30-Day Self-Care Challenge — £6
- Small Business Expense Tracker (Excel + PDF) — £9
- Instagram Post Planner (Notion Template) — £4

These types of products sell because they:

- Save people time
- Help them stay organised
- Solve a small, specific problem

On the next page, get a Step-by-Step guide to create and sell your first AI digital product >>>



METHOD #1: STEP BY STEP GUIDE.

ONE OF THE FASTEST WAYS TO MAKE MONEY WITH AI IS BY SELLING SIMPLE DIGITAL PRODUCTS — THINGS LIKE PRINTABLE PLANNERS, GUIDES, CHECKLISTS, OR TEMPLATES. YOU CREATE THEM ONCE, AND PEOPLE CAN BUY AND DOWNLOAD THEM OVER AND OVER AGAIN.

Step 1: Choose a Niche

Don't try to sell to "everyone". Pick a niche where people want help getting organised or saving time.

Great beginner-friendly niches:

- Productivity (planners, trackers, routines)
- Wellness/self-care (journals, challenges)
- Career (CVs, interview prep, templates)
- Creators (content calendars, idea banks)
- Small business (invoicing tools, checklists)

Ask ChatGPT —

"Give me 10 digital product ideas for people trying to be more productive"

or

"What kind of printable planners are popular with small business owners?"

Step 2: Use ChatGPT to Generate the Content

Once you've picked a niche and product idea, use ChatGPT to write the content.

Example:

You're making a 30-Day Habit Tracker.

Prompt:

"Create a 30-day habit tracker with 1 simple daily goal per day. Keep it motivating and short. Include a title and short description for each day."

You can also ask it to:

- Write intro text
- Suggest bonus ideas
- Rephrase or simplify things you've written yourself

Step 3: Design Your Product in Canva

1. Go to [canva.com](https://www.canva.com) and create a free account.
2. Click "Create a design" > A4 document or Letter (standard printable size).
3. Use Canva's drag-and-drop interface to:
 - Add headings, subheadings, and content from ChatGPT
 - Use their free shapes, icons, and fonts to style it
 - Add page numbers, a simple cover page, or usage instructions
4. When you're done, click "Download" > PDF (Print)

METHOD #1: STEP BY STEP GUIDE.

ONE OF THE FASTEST WAYS TO MAKE MONEY WITH AI IS BY SELLING SIMPLE DIGITAL PRODUCTS — THINGS LIKE PRINTABLE PLANNERS, GUIDES, CHECKLISTS, OR TEMPLATES. YOU CREATE THEM ONCE, AND PEOPLE CAN BUY AND DOWNLOAD THEM OVER AND OVER AGAIN.

Step 4: Upload to Gumroad and Set the Price

1. Go to gumroad.com and create a free account
2. Click "New Product" and choose Digital Product
3. Upload your PDF file
4. Title your product something specific and benefit-driven
5. Example: "30-Day Productivity Challenge (Printable Tracker)"
6. Set a price between £4–£9
7. Write a clear, short description that explains:
 - What's inside
 - Who it's for
 - The result it helps them get

Then click Publish — your product is live.

Step 5: Promote Using Free Traffic

get it in front of people. You don't need a big audience. You just need a smart approach.

3 ways to start:

1. TikTok or Instagram Reels
 - Film a 15-second video showing your planner
 - Use captions like: "This free AI tool helped me make this tracker in a weekend — now I sell it for £7"
 - Link to your Gumroad in bio
2. Reddit Value Posts
 - Find subreddits like r/Productivity, r/Notion, r/SideHustle
 - Write a helpful post, e.g. "I made a 30-day self-care tracker using ChatGPT + Canva. Happy to share if anyone wants to try it."
 - Don't be spammy — focus on helping
3. Gumroad Discovery
 - Add strong tags and a clean thumbnail
 - Your product can show up in Gumroad's internal search

Pro Tip: Reuse Your Product

Once you've made one product:

- Turn it into a Notion version and sell that separately
- Bundle it with another planner
- Offer a bonus (e.g. "Get my free 'AI Tools List' when you buy")

This is how you go from £7 sales to £200/month with just a few products.

METHOD #2: PROMPT PACKS & MINI INFO PRODUCTS

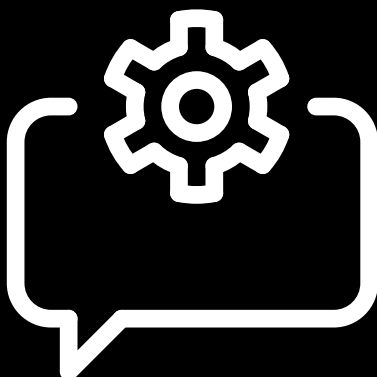
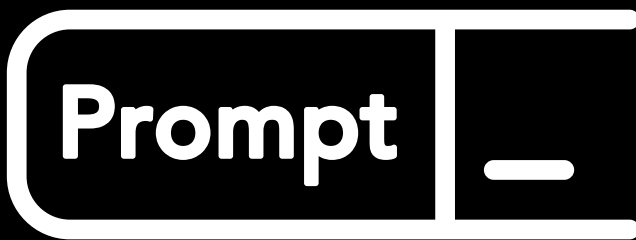
IF YOU'VE EVER SEEN SOMEONE SELLING A “CHATGPT PROMPT PACK” OR “AI GUIDE FOR CREATORS” — AND THOUGHT “I COULD DO THAT” — YOU'RE ABSOLUTELY RIGHT. THIS METHOD IS ALL ABOUT TURNING YOUR IDEAS (AND CHATGPT'S OUTPUT) INTO USEFUL, SELLABLE RESOURCES

What Is It?

You'll use ChatGPT to generate valuable prompt packs or how-to guides that solve problems for a specific type of person — then package that content into a PDF or Notion doc and sell it.
Examples:

- “100 ChatGPT Prompts for Content Creators” — £7
- “The AI Instagram Caption Toolkit” — £5
- “Prompt Pack: Launch Your Etsy Shop with AI” — £6
- “AI-Powered Resume Kit” — £9
- “50 Prompts to Start a Business with ChatGPT” — £4

People will pay for clarity, shortcuts, and confidence — even if the tools are free.



METHOD #2: STEP BY STEP GUIDE

IF YOU'VE EVER SEEN SOMEONE SELLING A "CHATGPT PROMPT PACK" OR "AI GUIDE FOR CREATORS" — AND THOUGHT "I COULD DO THAT" — YOU'RE ABSOLUTELY RIGHT. THIS METHOD IS ALL ABOUT TURNING YOUR IDEAS (AND CHATGPT'S OUTPUT) INTO USEFUL, SELLABLE RESOURCES

Step 1: Pick a Niche

You don't need to be an expert — you just need to be clear on who you're helping.

Prompt packs and guides sell best when they're built for:

- Content creators (Instagram, TikTok, YouTube)
- Entrepreneurs (Etsy sellers, coaches, freelancers)
- Job seekers (CV help, interview prep)
- Writers and bloggers
- Students or teachers

Tip: Niche down further — "AI prompts for Etsy shop owners" is way more valuable than "Generic AI prompts for business."

Ask ChatGPT:

"What are 10 niche audiences that would benefit from AI-generated prompts?"

Step 2: Generate the Prompts or Guide Content

Once you've chosen a niche, it's time to create the content.

Let's say you're creating a Prompt Pack for Freelancers.

Prompt:

"Create 25 ChatGPT prompts to help freelancers write better client proposals, bios, and sales pages. Make them easy to copy and paste."

ChatGPT will instantly give you usable content. You can:

- Edit or improve the results
- Test the prompts yourself to ensure quality
- Add short tips or explanations if needed

Optional: Add value by grouping prompts into categories (e.g. "Email Templates", "Social Media Content", "Website Copy").

Step 3: Package the Product

You have two easy options:

1. PDF (via Canva or Google Docs):

- Clean layout, basic formatting, headings and subheadings
- Export as a downloadable PDF

2. Notion Template:

- Create a free Notion page with headings, copyable prompts, and usage tips
- Click "Share" > "Duplicate" to allow buyers to copy it
- Sell the Notion link as a digital product on Gumroad

METHOD #2: STEP BY STEP GUIDE

IF YOU'VE EVER SEEN SOMEONE SELLING A "CHATGPT PROMPT PACK" OR "AI GUIDE FOR CREATORS" — AND THOUGHT "I COULD DO THAT" — YOU'RE ABSOLUTELY RIGHT. THIS METHOD IS ALL ABOUT TURNING YOUR IDEAS (AND CHATGPT'S OUTPUT) INTO USEFUL, SELLABLE RESOURCES

Step 4: Upload and Sell on Gumroad

Same steps as before:

1. Go to gumroad.com
2. Upload your PDF or Notion link in a text file
3. Add a product title like:
4. "25 AI Prompts to Level Up Your Freelance Game"
5. Set a price between £4–£9
6. Add a short, benefit-driven description like:
7. "Struggling to write client proposals or bios? This pack gives you plug-and-play prompts to get clear, confident results from ChatGPT — fast."

Step 5: Promote with Smart, Free Strategies

1. TikTok/Instagram Reels
 - Show how a single prompt works in real time
 - Example caption: "This AI prompt got me a freelance client reply in under 10 minutes"
2. Reddit
 - Subreddits like r/Freelance, r/SideHustle, r/Notion, r/AItools
 - Share your pack as a tool you made for the community:
 - "I made a prompt pack for freelancers that helps with proposals and bios — happy to share if it helps anyone here."
3. Facebook Groups
 - Join niche groups (e.g. "Social Media Managers UK" or "AI for Creators")
 - Share a value-first post, then offer the pack:
 - "I created 25 prompts that help me write client content 3x faster. Let me know if you want the link."

Bonus Tip: Tailor Packs to Specific Groups

You can sell the same core prompts, repackaged for different groups:

- "25 AI Prompts for Freelance Writers"
- "25 AI Prompts for Etsy Sellers"
- "25 AI Prompts for Job Seekers"

ChatGPT does the heavy lifting — you just need to tweak the framing.

You don't need 100 products. You need 1 product that solves 1 problem for 1 type of person — over and over again.

METHOD #3: AI FREELANCE SERVICES ON FIVER OR UPWORK

IF YOU'VE EVER WANTED TO OFFER A SERVICE ONLINE — BUT THOUGHT YOU WEREN'T “SKILLED ENOUGH” — THIS IS THE METHOD FOR YOU.

What Is It?

You'll create a basic service offering (called a "gig" on Fiverr or a "project" on Upwork), and use ChatGPT to generate or enhance the content your client needs.

Examples of what you can sell:

- CV/resume rewriting – £20
- LinkedIn bio writing – £15
- Blog post writing (500–1,000 words) – £25
- Product descriptions – £10
- Email newsletter content – £20

These services are in constant demand, and most clients don't care how you do it — they just want clean, useful results.



METHOD #3: STEP BY STEP GUIDE

Step 1: Choose a Simple, Repeatable Service

You want a service that:

- You can deliver quickly with AI
- Doesn't require specialist knowledge or credentials
- Solves a real problem for the buyer

Ideal beginner services:

- CV/resume improvements
- Cover letters
- Personal bios
- Blog writing for small businesses
- Social media captions or product listings
-

Ask ChatGPT for ideas:

"What freelance writing services are most in demand on Fiverr and Upwork?"

Step 2: Create a Gig on Fiverr or Upwork

On Fiverr:

1. Go to [fiverr.com](https://www.fiverr.com), create an account
2. Click "Become a Seller"
3. Create your gig:
 - Title: "I will write a professional bio using AI"
 - Description: Focus on outcomes — e.g. "You'll get a clear, well-written bio optimised for LinkedIn or websites."
 - Delivery time: 1–2 days
 - Price: Start low (£5–£15) to build reviews quickly

On Upwork:

1. Go to [upwork.com](https://www.upwork.com), create a free account
2. Complete your profile — use a friendly, honest tone
3. Search for relevant jobs and submit proposals manually
 - Use ChatGPT to help write your proposals too

Bonus: Use AI to write your own Fiverr or Upwork profile bio.

Prompt:

"Write a friendly and confident freelance bio for someone who offers resume rewrites and blog writing using ChatGPT."

METHOD #3: STEP BY STEP GUIDE

Step 3: Use ChatGPT to Deliver Quality Work — Fast

Once you land your first client, don't panic — AI has your back.

Examples:

- Client asks for a blog post on "5 ways to stay productive while working remotely"
- Prompt: "Write a 500-word blog post in a friendly tone on 5 ways to stay productive while working from home. Include bullet points and a short intro."
- Client asks for a professional CV rewrite
- Prompt: "Improve this CV bullet point: 'Worked in customer service answering phones and emails.' Make it more professional and achievement-focused."

You can then:

- Tweak the output manually
- Run it through Grammarly for polish (free)
- Deliver it in a clean Google Doc or Word file

Tip: Always edit slightly — don't deliver raw AI content. Clients value a human touch.

Step 4: Build Reviews & Raise Your Rates

When you're new, your #1 goal is to get good reviews.

How:

- Deliver early and overdeliver on quality
- Add a bonus ("I've also written a short version of your CV for LinkedIn")
- Thank the client and kindly ask for a review once the job is complete

After 3–5 solid reviews, increase your price.

This is how you go from £10 per job to £50+ per job without working harder — just smarter.

Clients love seeing samples.

Even if you're new, you can create mock examples using ChatGPT and display them as your portfolio.

Steps:

1. Open notion.so and create a free account
2. Create a page called "Freelance Writing Portfolio"
3. Add sections like:
 - Sample CV rewrite
 - Sample blog post
 - Sample bio or product description
4. Click "Share" and enable public access
5. Add that link to your Fiverr or Upwork profile

Prompt:

"Write a 300-word blog post about how AI is changing small business marketing — friendly, helpful tone."

REALISTIC RESULTS: WHAT YOU CAN EXPECT

If you offer simple services like blog posts, CV rewrites, or bios using ChatGPT, here's what a realistic side hustle looks like:

- 5 small jobs per week at £20 each
- = £100/week
- → £400/month

That's money you can earn in your spare time — evenings, weekends, or lunch breaks.
Simple Work, Steady Growth

Each job takes around 30–60 minutes using AI to speed up writing and editing. Once you've built a few reviews, you can:

- Raise prices (start at £15–£20 → grow to £30–£50)
- Offer bundles (CV + LinkedIn + cover letter = £50+)
- Use a free Notion portfolio to showcase mock samples
-

You don't need dozens of clients — just a few happy ones who keep coming back or refer others.

Where It Can Lead

Many freelancers later branch into:

- Ghostwriting for creators
- Monthly email writing for small businesses
- Niche content services (e.g. bios for coaches, newsletters for creators)

What starts as £400/month can turn into a £1,000+ service-based business — all from one skill and one tool.

HOW TO GET TRAFFIC (FREE & CHEAP)

YOU'VE BUILT THE PRODUCT. YOU'VE LISTED IT ON GUMROAD OR FIVERR.
NOW COMES THE MOST IMPORTANT PART: GETTING PEOPLE TO SEE IT.

Good news — you don't need to pay for ads, hire marketers, or go viral.
You just need to show up consistently where people are already looking.

1. TikTok & Instagram Reels

Why it works: Short-form video is still king. And you don't need to show your face if you don't want to.

What to post:

- Behind the scenes: "I used AI to build this product — here's how"
- Quick wins: "This ChatGPT prompt helped me make £40 this week"
- Demo videos: Flip through your planner, prompt pack, or CV rewrite

Tools you'll use:

- CapCut (free) — For editing videos and adding captions automatically
- ChatGPT — To write video scripts and captions

Example Script (prompt ChatGPT with):

"Write a 20-second TikTok script about how I created a £5 digital planner with AI tools"

Pro Tip: Add text over your video like:

"Made this in Canva using ChatGPT — now I sell it for £7"

Link to your Gumroad in bio and post 2–3 times a week.

2. Reddit Value Posts

Why it works: Reddit users don't want sales pitches — they want help. If you offer genuine value first, they'll often ask for your product.

How to do it:

1. Join 2–3 relevant subreddits like:

- r/SideHustle
- r/Altools
- r/Notion
- r/Productivity
- r/Freelance

2. Post a genuine story or lesson, like:

3. "I made my first £120 this month using AI and Gumroad. Here's exactly what I did."

4. Share tips, and only mention your product at the end or in the comments:

5. "Happy to send you the planner I made if you want to check it out — just reply or DM me."

This builds trust and real curiosity.

Bonus: Use ChatGPT to help you write your post.

Prompt: "Write a Reddit post for r/SideHustle explaining how I made £200 from a prompt pack using ChatGPT and Canva."

HOW TO GET TRAFFIC (FREE & CHEAP)

YOU'VE BUILT THE PRODUCT. YOU'VE LISTED IT ON GUMROAD OR FIVERR.
NOW COMES THE MOST IMPORTANT PART: GETTING PEOPLE TO SEE IT.

3. Micro-Influencer Outreach

Why it works: Instead of trying to get 1,000 followers yourself, borrow someone else's audience.

A micro-influencer is anyone with 500–10,000 followers in a niche — and they're usually happy to share useful products (especially if they're free or come with affiliate commission).

Step-by-step:

1. Make a list of 10–20 micro-creators in your niche
 - E.g. "AI tips", "digital planners", "student productivity", "freelance life"
 - Use Instagram, TikTok, Twitter/X
2. Send them a DM or email like this:

DM Script:

Hey [Name],

I really enjoy your content around [niche]! I've just made a simple AI-powered resource that helps [target audience] — it's a [prompt pack/planner/guide], and I created it using ChatGPT and Canva. Happy to send you a free copy — if you think it's helpful, feel free to share it with your audience (no pressure at all).

Let me know, and keep up the great posts

– [Your name]

Even if 2 out of 20 say yes, you've just tapped into a ready-made audience without paying for ads.

Bonus: Offer them a free affiliate code using Gumroad (they earn 30–50% per sale).

Method	Effort	Cost	Potential
TikTok/Instagram Reels	Medium	Free	High if consistent
Reddit Value Posts	Low	Free	Instant trust & sales
Micro-Influencer Outreach	Medium	Free	Fast credibility

You don't need to do all three at once. Start with one, and commit to **consistency over perfection**.

HOW TO SCALE BEYOND £200/MONTH

THIS IS WHERE THINGS START TO GET EXCITING. ONCE YOU'VE PROVEN THAT SOMEONE WILL PAY YOU, YOU CAN BEGIN TO SCALE THAT EFFORT INTO SOMETHING BIGGER. NOT BY WORKING 10X HARDER, BUT BY REPACKAGING, AUTOMATING, AND STACKING VALUE..

1. Turn Your Best Product Into a Mini Course

If you've created something that sells — like a planner, prompt pack or freelance service — you already have the core of a course.

People love:

- Tutorials
- Walkthroughs
- Templates
- "How I did it" videos

You don't need to be an expert. You just need to be 1 or 2 steps ahead of someone who hasn't started.

Example:

Let's say your planner sold well. Turn it into a mini course like:

"How I Made a £7 Digital Planner with ChatGPT & Canva (In One Weekend)"

- Lesson 1: Choosing a niche
- Lesson 2: Generating content with ChatGPT
- Lesson 3: Designing in Canva
- Lesson 4: Uploading and selling on Gumroad
- Bonus: Traffic tips + Canva templates

You can:

- Record it with Loom (free screen recorder)
- Host it on Gumroad, Notion, or even Google Drive
- Sell it for £19–£47 as an upsell

Tip: If filming video isn't your thing, write it as a step-by-step PDF guide instead.

2. Start an Email List

If you're not collecting emails, you're leaving money on the table.

Building a list means you can:

- Sell future products without posting on social media
- Build trust and community
- Create long-term income from the same buyers

HOW TO SCALE BEYOND £200/MONTH

Step-by-step:

1. Sign up for a free tool like ConvertKit, MailerLite, or Beehiiv
2. Create a lead magnet (freebie) based on your product — like:
 - “10 Free ChatGPT Prompts for Side Hustlers”
 - “1-Page Planner Template”
3. Offer it in exchange for an email address
4. Send helpful weekly emails — tips, tools, lessons learned
5. Promote your paid products in the emails

Example email idea:

“Here’s how I made £230 last month selling AI tools — plus 3 things I’d do differently.”

Email builds trust at scale — and trust leads to consistent income.

3. Bundle Products & Add Upsells

You don’t need to keep making new products from scratch. You just need to combine what you already have into more valuable offers.

Step-by-step:

1. Bundle 2–3 related products
 - Example: A planner + prompt pack + guide = “AI Starter Kit”
 - Sell the bundle for £15–£25
2. Add an upsell or order bump on Gumroad
 - Offer something useful for just £5–£10 extra
 - Example: “Add 30 bonus prompts for just £6” or “Get the Notion version too”
3. Reposition your product
 - Same content, new angle
 - Turn “30 Day Self-Care Challenge” into “Wellness Toolkit for Busy Students”

You’re not starting over — you’re stacking value and price.

Pro Tip: Use AI to Speed Up Everything

Use ChatGPT to:

- Write your course outline
- Draft email newsletters
- Generate bonus content
- Rewrite product descriptions in new tones or styles

The more you create, the more you can remix.

HOW TO SCALE BEYOND £200/MONTH

Once you've reached your first £200 using the beginner-friendly methods in this guide, scaling up is all about refining what works and multiplying your efforts. Here are a few practical tips:

1. Double Down on What Works

If one AI income stream (e.g. content creation, prompt selling, or AI-generated visuals) brought in your first income, focus on doing more of it with better quality or frequency. Use analytics to track what performs best.

Example: If you sold 5 AI prompts that got good feedback, create a themed prompt pack or monthly subscription.

2. Increase Visibility

Start promoting on new platforms or collaborating with small creators to reach fresh audiences. Repurpose content across TikTok, Instagram, Pinterest, and YouTube Shorts to maximise exposure. Tip: Use AI tools to help you batch-create social content based on your offerings.

3. Introduce Tiered Pricing or Upsells

Once people trust your work, add premium versions of your products/services. Offer bonuses, 1:1 help, or templates that cost more but deliver more value.

Example: Offer a free prompt pack and an upsell to a £19.99 "Pro Bundle."

FINAL WORDS

Consistency Beats Cleverness

You don't need to be a marketing genius. You don't need to go viral. You don't even need to be that creative.

You just need to:

- Build one small product
- Share it regularly
- Learn what works
- Repeat it with small improvements

Every £5 sale is proof.

Every DM or email from a happy customer is momentum.

Every bit of progress builds something bigger.

The difference between the people making money and the ones who gave up?

They stuck with it just a little longer.

The Power of Small Wins

£200/month might not sound huge — but let's look closer:

- That's £2,400/year
- That could cover a holiday, a new laptop, or your rent for a month
- More importantly, it's proof you can earn independently — using just your mind, your laptop, and some free tools

Now imagine this:

- You add 1–2 more products
- You turn your best one into a course
- You build a small email list
- You show up 3–4 times a week online

Suddenly, £200 becomes £500.

Then £1,000.

Then maybe more.

Not overnight. But earned — ethically, realistically, and on your terms.

Your Next Step

Don't let this guide sit in your downloads folder.

- Pick one method.
- Use the steps.
- Give it one focused weekend.
- Then another.

You don't need to be ready. You just need to start.

Because if you can make £200 online, you can do a lot more than that.

And now you know how.