5 hustles · 5 prompts · 5 first weekends

5 More AI Side Hustles You Can Start This Weekend.

Part 2. What to sell, who pays, the tools to learn and a plan for your first weekend, for each of the five. Plus a prompt to copy for every one.

Five more services people already pay for. Here's where to start each one.

Fadé Adeniyi

START HERE

What are five more AI side hustles you can start?

This is part 2. Part 1 covered content, automation, agents, video and websites. These five are just as real: digital products, Instagram DM automation, SEO and AI search audits, AI training and newsletter writing. For each one you get what to sell, who pays for it, the tools to learn, a plan for your first weekend and a prompt to start.

I co-founded Techlerator, the company behind Xeruit. Every hustle here is a job people already pay for. AI makes you faster at it. It doesn't do the job for you, so you still need to learn it.

Digital product	Something people download or use, like a template or a guide. You make it once and sell it many times.
Funnel	The steps that take someone from seeing a post to getting what you offered.
SEO	Search engine optimisation. Making a website easier to find on Google.
AI search	Answers from tools like ChatGPT and Claude. Businesses now want to show up there too.
Newsletter	An email you send to a list of subscribers on a regular schedule.

> **THE TRAP**
>
> Building something nobody asked for. Before you make anything, find five people who have the problem and ask them about it. Their words become your product.

HUSTLE 01 · AI DIGITAL PRODUCTS

How do you make and sell digital products with AI?

Make something useful once and sell it as many times as people want it. AI helps you research, outline and draft. You bring the know-how and the design taste. **Who pays:** people stuck on a problem you already know how to solve.

WHAT YOU CAN SELL

- Templates and planners
- Short ebooks and guides
- Prompt packs
- Checklists and printables
- Mini-courses

Claude	Plans the product, drafts the pages and checks your instructions make sense to a beginner.
Canva	Where you design the pages, covers and templates people download.
Stripe	Takes card payments online if you sell from your own website.
Gumroad	A shop for digital products. You upload the file, set a price and share the link.

YOUR FIRST WEEKEND

1. **Write down the question people ask you most.** That's your first product.
2. **Plan it with the prompt below** and pick the format you can finish in a weekend.
3. **Make it in Canva** and ask a friend to try it before anyone pays.
4. **Put it up for sale** on Gumroad and share it with people who asked the question.

```
Help me plan my first digital product.

WHO IT'S FOR: [e.g. new personal trainers]
WHAT THEY KEEP ASKING ME: [e.g. how to plan a week of client sessions]
WHAT I'M GOOD AT: [e.g. planning, writing, spreadsheets]

1. Give me three product ideas that answer that question: a template, a short guide
and a checklist.
2. Pick the one I can make this weekend and tell me why.
3. Write the outline, page by page.
4. Write a product description of under 100 words, in plain English.

Don't invent results or reviews. Ask me any questions you need first.
```

How do you set up comment-to-DM automation for a business?

Set up comment-to-DM funnels that send people the link the moment they comment. Someone comments a keyword on a post and gets a message with the link straight away. **Who pays:** creators, coaches and small brands who give things away on Instagram and answer every DM by hand.

WHAT YOU CAN SELL

- Comment-to-DM funnels
- Lead magnet delivery
- Follow-gated freebies
- DM follow-up messages
- Automation clean-ups

ManyChat	A tool for Instagram DM automation. It sends a message when someone comments a keyword.
Instagram	Where the funnel runs. You'll need a professional account to automate DMs.
Claude Code	If you'd rather build your own tool than pay monthly, Claude Code can help you build it.

YOUR FIRST WEEKEND

1. **Set up one funnel on your own account** with a free download of yours.
2. **Comment on your own post from a second account** and check every message arrives.
3. **Write down every step** so you can repeat it for someone else.
4. **Offer to set one up for three creators** you know, using the prompt below to plan each.

```
Help me plan a comment-to-DM funnel for an Instagram account.

THE ACCOUNT: [e.g. a local bakery]
WHAT THEY WANT TO GIVE AWAY: [e.g. a free recipe card]
WHAT THEY WANT PEOPLE TO DO NEXT: [e.g. order a cake, join a list]

1. Suggest a one-word keyword people will comment.
2. Write the DM they get, in a warm, short voice, with a clear link.
3. Write a follow-up message for the next day.
4. List what to test before it goes live.
5. Tell me what could go wrong and how I'd notice.

Keep every message short and friendly.
```

How do you sell SEO and AI search audits?

Help businesses show up on Google and in AI answers from tools like ChatGPT and Claude. You check their website, find what's stopping people finding it and explain the fixes. **Who pays:** local businesses, online shops and service firms who know their website isn't bringing in customers.

WHAT YOU CAN SELL

- Website SEO audits
- AI search visibility checks
- Page speed fixes
- FAQ and blog content
- Monthly SEO reports

Claude Code	Reads a website's files and pages, finds problems and can make the fixes for you.
Search Console	Google's free tool that shows how a site appears in Google Search and which searches bring people in.
PageSpeed Insights	Google's free tool that tests how fast a page loads and what slows it down.

YOUR FIRST WEEKEND

1. **Audit your own website first**, or a friend's, with Search Console and PageSpeed Insights.
2. **Paste what you find into Claude** with the prompt below to turn it into a plain-English report.
3. **Ask ChatGPT and Claude** the questions a customer would ask and see if the site shows up.
4. **Offer three local businesses** a free short report as your portfolio.

```
Act as an SEO auditor. Here's what I have for a small business website:

THE SITE: [web address]
WHAT THEY SELL AND WHERE: [e.g. dog grooming in Leeds]
SEARCH CONSOLE SUMMARY: [paste the top pages and search terms]
PAGESPEED RESULTS: [paste the main issues]

1. List the ten biggest problems, most important first.
2. For each one, explain it in plain English for the owner.
3. Say what to fix first this week.
4. Suggest five questions people ask about this kind of business that the site
should answer.

Only use what I've pasted. Tell me what's missing instead of guessing.
```

How do you teach teams to use AI?

Teach teams how to use AI properly in the work they already do every day. Most teams have AI tools and no idea where to start. You show them, using their own tasks. **Who pays:** small teams, managers and business owners who want their people faster without the risk.

WHAT YOU CAN SELL

- Team AI workshops
- Prompt playbooks
- One-to-one AI coaching
- AI policy starter packs
- Lunch-and-learn sessions

Claude	An AI assistant from Anthropic. Strong for writing, planning and working through documents.
ChatGPT	An AI assistant from OpenAI. Many teams already use it, so learn it as well.
Gemini	Google's AI assistant. Useful for teams who work in Gmail, Docs and Sheets.

YOUR FIRST WEEKEND

1. **Pick one kind of team** you understand, like recruiters, estate agents or teachers.
2. **Plan a 90-minute workshop** with the prompt below, built on their real tasks.
3. **Run it free for three friends** who do that job and ask what helped most.
4. **Turn their feedback into a one-page offer** you can send to a manager.

```
Help me plan a 90-minute AI workshop for a small team.

THE TEAM: [e.g. five people in a recruitment agency]
WHAT THEY DO ALL DAY: [e.g. write job ads, screen CVs, email candidates]
WHAT THEY USE NOW: [e.g. Microsoft 365, no AI tools yet]

1. Pick three real tasks from their day to practise on.
2. Plan the session in blocks, with timings.
3. Write a hands-on exercise for each task.
4. Write a one-page cheat sheet they keep afterwards.
5. List what they must never paste into an AI tool.

Keep it practical. No theory they won't use.
```

How do you write and run newsletters for clients?

Write and run newsletters for founders and brands who know they should be sending one. You turn what they already post into a regular email. AI helps you draft and repurpose. You keep their voice. **Who pays:** coaches, consultants, founders and small brands with an audience but no time.

WHAT YOU CAN SELL

- Weekly newsletter writing
- Newsletter setup
- Turning posts into issues
- Welcome email sequences
- Subscriber growth plans

Claude	Drafts issues from a client's posts and notes, in their voice, for you to edit.
Substack	A newsletter platform. You write, publish and grow a list in one place.
Canva	Makes the header images and graphics for each issue.

YOUR FIRST WEEKEND

1. **Start your own newsletter** on Substack, even if it's about your hustle journey.
2. **Write two issues** by turning your own posts into emails with Claude.
3. **Pick one person you follow** who posts a lot and has no newsletter.
4. **Plan theirs with the prompt below** and send them issue one as a free sample.

```
Help me plan a newsletter for a client.

THE CLIENT: [e.g. a financial coach]
WHO READS IT: [e.g. women planning their first investment]
WHAT THEY ALREADY POST: [paste three of their recent posts]

1. Suggest a name and a one-line promise for the newsletter.
2. Plan four issues, each built from one of their posts.
3. Write issue one in their voice, under 400 words.
4. Write a short welcome email for new subscribers.

Match their voice from the posts. Don't invent stories or numbers about them.
```

HOW TO PICK YOURS

Which of these five should you start this weekend?

Pick the one closest to something you already do well. Then give it a few weeks before you judge it.

People ask you how	Start with **digital products**. Their questions are your first product.
You live on Instagram	Start with **DM automation**. You already know how creators work.
You like finding problems	Start with **SEO audits**. It's detective work with a report at the end.
You like explaining things	Start with **AI training**. Teaching is the whole job.
You like writing	Start with **newsletters**. Clients pay for a voice they can trust.

HOW I USE IT

I run three of these for my own business. Every guide on my website is a free digital product. My own comment-to-DM tool sends them out when someone comments a keyword on my posts. Claude Code audits my website's SEO every month and messages me what to fix.

THE TRAP

Starting all five at once. Pick one, sell it to one person and only then add a second.

What this guide won't do. It won't find you clients or promise you an income. Tools change fast, so check each one's own website for what it does and what it costs. When you handle a client's accounts, customers or data, agree in writing what you'll do with it.

THE TAKEAWAY

Pick one hustle and start it this weekend.

This guide shows you where to start. You've got what to sell, who pays, the tools and a first weekend for each of the five. The hard part is starting, so start this weekend.

If you'd rather build it with me, that's what the Audacity to Build Challenge is for. Over 14 days we build together, one build a day, including your own comment-to-DM tool and a lead magnet system. It starts live on Monday 23 November, 6pm to 8pm UK time.

Pick one hustle, learn its tools and build something someone will pay for.

Every tool named here is a real product, checked on 22 November 2026: Claude and Claude Code (Anthropic), ChatGPT (OpenAI), Gemini, Search Console and PageSpeed Insights (Google), Canva, Stripe, Gumroad, ManyChat, Instagram and Substack. Features and plans change, so check each tool's site. This guide isn't financial advice and it doesn't promise any income.

Build with me. The 14-day Audacity to Build Challenge starts live on Monday 23 November, 6pm to 8pm UK. Doors close at 11:59pm UK on Sunday 22 November. Join at **fadeadeniyi.com/challenge**.

Fadé Adeniyi

Fadé & The Machines