

THE

AI Femme Edit

BY THE AI EXECUTIVE EDIT

05



MODULE 05 • AI FOR BUSINESS & INCOME

Test Before You Build

Using AI on the business side of an idea,
honestly

Free guide

About 80 minutes

Start after Module 04

With Heather

AI doesn't make money. People do.

You'll see a lot of promises about AI and income. Nobody can promise you income from AI, and anyone who does is usually selling something.

Here's what AI can do: help you think an idea through, research it, shape it into something people can buy, test it cheaply, and handle the admin once it's running.

That's where most of the hours go in a small business, and that's the part AI can speed up.

How to use this guide

About 50 minutes to read, a 30-minute exercise, and a week of short conversations with five people.

You'll need: your AI tool, your prompt bank, and an idea. Even a vague one is fine. If you haven't got one yet, Lesson 1 helps you find one.

It works for a side project, a small business, or a service you offer inside your job.

EMPLOYED?

Check your contract for rules about side businesses before you start.

Your learning path

10 modules, from first steps to strategy · 01–05 free

- ✓ AI Foundations DONE
- ✓ Prompting DONE
- ✓ Everyday AI DONE
- ✓ Creating with AI DONE
- 05 AI for Business & Income** YOU ARE HERE
- 06 AI at Work
- 07 Automation
- 08 AI Workflows
- 09 Agentic AI
- 10 Advanced AI Strategy

By the end of this module, you'll be able to:

- 1 Turn what you already know into possible offers
- 2 Use AI to research customers and competitors, and know its limits
- 3 Write a clear one-sentence offer
- 4 Work out a starting price you can explain
- 5 Test an idea cheaply before you build it
- 6 Spot “AI income” claims that don't add up

01

Start with what you know

What you know

Your work, skills, hobbies, and what people ask you for help with.



The problems it solves

Who struggles with something you find easy?



Something they'd pay for

A service, a product, or something you teach.

Map your skills

COPY THIS PROMPT

“Ask me 10 questions, one at a time, about my work experience, skills, hobbies and the things people ask me for help with. Then list the problems I could solve for other people, and suggest three possible offers: one service, one digital product, and one thing I could teach.”

Take your time with the answers. The more real detail you give, the better the suggestions.

CHECK YOURSELF

Why start with your own skills rather than “the best AI side hustles”?

Decide first. The answer is upside down.

Answer: because you can deliver it well, you understand the customer, and it's harder to copy.

02

What AI is good for in research

CUSTOMER PROBLEMS

Who struggles with **[problem]**? What do they worry about?
What have they tried?

COMPETITORS

Copy the text from their website or listing and paste it in
(some tools can open a link you give them): “Summarise what
these offer, their prices, and what's missing.”

INTERVIEW QUESTIONS

Write 8 open questions to ask **[customer]** about **[problem]**,
without leading them.

CUSTOMER WORDS

What would **[customer]** type into Google when they have this
problem?

What AI can't tell you

AI can't tell you whether people will pay. It's never met your customers. It can also get facts, prices and figures wrong, or have out-of-date information.

THE FIVE-CONVERSATION RULE

Before you build anything, talk to five people who have the problem.

Ask about their experience, not your idea.

Use AI to prepare. Use people to decide.

Finding your five

Think of people who have the problem: past colleagues, local groups, friends of friends. Then ask for a short chat, not a sale.

ASK FOR THE CONVERSATION

“Write a friendly two-line message asking **[who]** for 15 minutes to hear about their experience with **[problem]**. Don't sell anything.”

Afterwards, remove names and personal details, then:

MAKE SENSE OF WHAT YOU HEARD

“Here are my notes from **[number]** conversations: **[notes]**. What came up more than once? What surprised you? What did nobody mention?”

03

Offer builder

Screenshot this page.

I help [who] with [problem] so they can [result], by [how].

EXAMPLE

“I help small trades businesses keep on top of their bookkeeping so they can stop dreading tax season, by running a monthly catch-up session and setting up a simple system.”

Let AI give you versions

COPY THIS PROMPT

“Here's my offer idea: [describe it]. Help me write it as one sentence: I help [who] with [problem] so they can [result], by [how]. Give me 5 versions, from plain to punchy.”

Pick the one you could say out loud to a stranger without cringing.

This is the four-part prompt from Module 02. Task: write it as one sentence. Context: your offer idea. Format: 5 versions, plain to punchy. Check: you, out loud.

Pricing: AI helps, you decide

AI can't set your price, but it can help you think it through.

COPY THIS PROMPT

“Help me work out a starting price for [offer]. My costs are [list]. It takes me about [hours]. Similar offers charge [range, from your own research]. Show me the sums, and ask me what I need to earn per hour for this to be worth it.”

Check every calculation yourself. AI makes maths mistakes, and this is your livelihood.

04

The test path

1 **IDEA**
One offer sentence.



2 **TALK TO 5 PEOPLE**
About their problem, not your idea.



3 **SMALL TEST**
A post, a waitlist, or 3 pilot customers.



4 **LEARN**
What did people actually do?



5 **DECIDE**
Build it, change it, or drop it.

Let AI draft the test

COPY THIS PROMPT

“I'm testing interest in [offer] for [who]. Write a short, honest post for [platform] explaining what it is and asking people to message me if they'd like to be one of 3 pilot customers at an introductory price. No hype, no pressure.”

Decide what counts as success before you post. Make it a commitment, not interest: “two people book a date or pay a deposit”. Then you'll know what the result means.

CHECK YOURSELF

Your test post gets lots of likes, but nobody asks for details.

What does that tell you?

Decide first. The answer is upside down.

Answer: People liked the idea but weren't ready to act. Ask a few of them what stopped them, then change the offer, the audience or the price, and test again.

05

The admin AI can take on

CUSTOMER EMAILS

Enquiries, confirmations and follow-ups. Save them as templates.

FAQS

Here are the questions customers ask me: **[list]**. Write clear FAQ answers.

PROPOSALS

Draft a one-page proposal for **[client]** based on these notes: **[notes]**.

WEEKLY REVIEW

Here's my week: **[enquiries, sales, what worked]**. What should I focus on next week?

Remove names and personal details before pasting client notes into AI. Module 06 covers this properly.

Where you need a person, not AI

- **Tax and registration.** In the UK, if your trading income is over £1,000 in a tax year, you usually need to register for Self Assessment by 5 October after that tax year ends. Check the current rules on gov.uk. Elsewhere, check your local tax authority.
- **Legal.** Contracts, terms, and anything regulated, like food, childcare, health or finance.
- **Insurance**, and your **employment contract** if you're employed.

AI can draft terms and help you prepare questions. The answers need to come from the right source.

06

Sell honestly

- Never write fake reviews or testimonials, with AI or without.
- Don't invent urgency (“only 2 places left!”) that isn't true.
- Don't make income or results promises to your customers.
- Check that you can back up every claim in your marketing.

Red flags in “AI income” offers

- ! Promises a specific income, or “passive income with no work”
- ! Shows screenshots of earnings as proof
- ! Asks you to pay to unlock a “secret” system
- ! Pressures you with countdowns and “last chance” messages
- ! Is vague about what you'd actually do all day

Any real business still needs customers who pay and work you deliver.

How people use it

Illustrative examples

Karen · bookkeeper

Used the skills map to turn her day job into a monthly catch-up service for local trades. Tested it with three pilot clients first.

Priti · yoga teacher

Asked AI for interview questions, then spoke to six new mums before designing a postnatal class. What she heard changed the class time and length.

How people use it

Illustrative examples, continued

Laura · marketing manager

Checked her employment contract first, then used AI to draft a one-page offer for weekend workshops.

Donna · crafter

Used AI to lay out her costs and time. She realised she was undercharging, and set a price she could explain.

Your business prompt library

Fill in the [brackets].

01 · SKILLS MAP

“Ask me 10 questions, one at a time, about my work, skills, hobbies and what people ask me for help with. Then list the problems I could solve and suggest a service, a digital product and something I could teach.”

02 · CUSTOMER

“Who struggles with [problem]? What do they worry about, and what have they already tried?”

03 · COMPETITORS

“Summarise what these offer, their prices, and what's missing: [paste public pages]”

04 · INTERVIEWS

“Write 8 open questions to ask [customer] about [problem]. Don't mention my idea.”

Your business prompt library

Save the ones you use to your prompt bank.

05 · OFFER

“Write my offer as: I help [who] with [problem] so they can [result], by [how]. 5 versions.”

06 · PRICING

“Help me work out a starting price. Costs: [list]. Time: [hours]. Market range: [range]. Show the sums.”

07 · TEST POST

“Write an honest post inviting 3 pilot customers for [offer] at an introductory price. No hype, no pressure.”

08 · WEEKLY REVIEW

“Here's my week: [notes]. What worked, what didn't, and what should I focus on next?”

The one-week idea test

Real evidence, in one week.

- 1 Run the skills map prompt. Pick one offer idea.
- 2 Write it as one sentence using the offer builder.
- 3 Ask AI for 8 interview questions. Cut them to your best five.
- 4 Talk to **five people who have the problem** this week (three if time is tight, but five before you build).
- 5 Decide: build, change or drop. Write down why.

Write it down

My offer sentence

Who I spoke to (first names or roles only)

What surprised me

My decision (build / change / drop), and why

You're done when you've spoken to real people and made a decision based on what they said, not on what AI said.

TRY THIS • 10 MIN A DAY

The 5-day business challenge



DAY 1

Run the skills map prompt.



DAY 2

Write your offer sentence, in 5 versions.



DAY 3

Get interview questions. Message five people to ask for 15 minutes.



DAY 4

Work out a starting price, and check the sums yourself.



DAY 5

Draft an honest test post. Decide what success looks like.

Share your offer sentence with **@theaiexecutiveedit**
#TheAIFemmeEdit

Key takeaways

- 1 AI doesn't make money. It helps you do the business thinking faster.
- 2 Start with what you already know.
- 3 Use AI to prepare research. Use people to validate it.
- 4 One clear sentence: who, problem, result, how.
- 5 AI helps you think about price. You set it, and you check the sums.
- 6 Test small before you build big.
- 7 Sell honestly, and be wary of anyone promising AI income.

Quick knowledge check

1. AI says there's “strong demand” for your idea. What's the best next step?

- A) Build it straight away
- B) Talk to five people who have the problem
- C) Ask AI again to be sure

2. Which is the clearest offer?

- A) “I help small trades businesses keep on top of bookkeeping so they can stop dreading tax season, with a monthly catch-up session”
- B) “I help busy people save time with AI”
- C) “I do lots of things for lots of people”

3. AI gives you a suggested price. What do you do?

- A) Use it
- B) Match the cheapest competitor
- C) Check the sums, compare with your costs, time and market, then decide

Quick knowledge check

4. Your post got 40 likes, 2 comments saying “love this”, and no messages. Best next step?

- A) Launch, because 40 likes shows demand
- B) Ask the two commenters what stopped them getting in touch
- C) Post it again with more hashtags

5. An ad promises “£5k a month with AI, no experience needed”. Best response?

- A) Try it, as it offers a refund
- B) Treat it as a red flag
- C) Ask AI if it's real

Answers on the next page.

Answers

- B** **Q1.** Only real people can tell you if they'll pay.
- A** **Q2.** It says who, the problem, the result and how.
- C** **Q3.** AI helps you think it through. You decide and check.
- B** **Q4.** Likes are interest, not commitment. Find out what stopped people, then adjust and retest.
- B** **Q5.** Guaranteed income with no experience is a classic red flag.

4 or 5 right? You're ready for Module 06.

Fewer? Q1: Lesson 2 · Q2 and Q3: Lesson 3 · Q4: Lesson 4 · Q5: Lesson 6

Words you'll hear

Offer

What you sell: who it's for, what it does, how it's delivered.

Target customer

The specific person your offer is for.

Validation

Checking with real people that they want something, and will pay for it.

Pilot

A small first run at an introductory price, to learn before a full launch.

Waitlist

A list of people who've asked to hear when your offer is ready.

Digital product

Something people buy and download, like a template or a guide.

Red flag

A warning sign that something isn't what it claims to be.

NEXT STEPS

You've tested an idea with real people. That's the hard part.

NEXT · MODULE 06 · AI AT WORK

Use AI confidently and safely in your job

Policies, approved tools, meetings, reports, and showing your manager what it can do.

Module 06 is in The Full Edit

Follow **@theaiexecutiveedit** for a practical AI lesson every week.

WANT TO GO FURTHER?

The Full Edit, with an idea-to-offer toolkit and Modules 06 to 10, is available now at **theaiexecutiveedit.com**. Already have it? Open your Module 05 toolkit next.

See you in Module 06.

Heather · The AI Executive Edit

