

The Monetization Playbook

Lesson 9 · Make Money with Your Skills

Your Market Position

You don't compete with Hollywood. You compete with "no video at all".
Small businesses need video and can't afford agencies. Agency price: thousands. Your price: hundreds.
Your cost: an evening.

The 4 Paths (pick ONE for 90 days)

- **1. Freelance services** — product ads and social videos to order. Fastest first money.
- **2. Content creator** — your own channel. Slow, but compounds and attracts clients.
- **3. Niche specialist** — own ONE industry (real estate, restaurants, e-commerce). Higher prices.
- **4. Teach** — after 3–4 projects you know more than 95% of people. Workshops, affiliate links.

Minimum Portfolio = 3 pieces (not 30)

- One product ad (Lesson 7)
- One mood / brand film (Lessons 5–6)
- One process breakdown (before → after; how you work)

The First-Client Message (copy this)

"Hi! I made this 20-second video for your [cafe/shop/studio] — it's yours, free, use it anywhere. If you'd like more like this, I charge [X] per video. Either way, enjoy!"

- Zero risk for them · proof in their hands · no pressure.
- Send 10 of these → you WILL get conversations.
- Start with local businesses you actually visit; platforms later, once you have reviews.

Pricing Guide (check your local market!)

- First 3 projects: low/portfolio pricing — you are buying reviews and samples.
- Raise your price after every 3 completed projects.
- Charge per deliverable (per video), not per hour — AI makes you fast; don't punish yourself for speed.

90-Day Plan

- Days 1–14: build the 3 portfolio pieces.
- Days 15–30: send 10 free-video messages, land first 1–2 paid jobs.
- Days 31–60: deliver, collect testimonials, raise prices.
- Days 61–90: pick your niche, create a simple offer page, go again.