# Accessibility GPT Strategy — Summary & Next Steps

## Market Reality

* Direct monetization in OpenAI’s GPT Store is **very limited** — most creators make $0, only a few in pilot programs earn.
* **Standalone GPT revenue** is modest (likely $500–1.5k/month ceiling with heavy effort).
* GPTs work best as **lead magnets or tripwire offers** that funnel into paid toolkits, training, or consulting.

## Accessibility GPT Market Insights

* **Where demand is real** (based on dev forums & research):
  + Mobile accessibility (screen readers, gestures, ARIA/focus issues).
  + Web SPAs and dynamic UIs (focus management, live regions).
  + Accessibility QA/testing guidance.
* **Monolithic GPT** = too broad, risks dilution.
* **Several niche GPTs** (2–3) aimed at specific problems = better traction, cross-sell potential.

## Skills & Feasibility

* **Your edge**: 13 years a11y expertise, enterprise background, lived experience.
* **Your gap**: Little mobile dev experience → risky if promising code fixes.
* **AI can help**: Learn patterns and curate solutions, but you’ll need developer validation for complex/edge cases.
* **Safe zone**: Audit, compliance, testing, training GPTs.
* **Stretch zone**: Dev Copilot GPTs that output code — need validation support.

## Ramp-Up Reality

* Month 1: MVP GPT launch, Gumroad/Stripe link gating → $0–100.
* Months 2–3: Promotion → ~100–200 installs, ~5–10 buyers → $150–500.
* Months 6–12: If niche GPTs resonate, bundle → $500–1.5k.
* **Conclusion**: GPT-only revenue is modest; value comes from funneling to bigger offers.

## Next Steps

1. **Launch MVP GPTs**: Start with 1–2 audit/QA GPTs (low dev risk).
2. **Gate Simply**: Use Gumroad/Stripe for access to unlisted GPT links.
3. **Promote to Network**: LinkedIn, ex-colleagues, accessibility/AI groups.
4. **Test Demand**: See if people pay for practical GPTs.
5. **Expand Later**: Add dev-facing GPTs with validation help.
6. **Always Funnel**: Point GPT users to upsells (toolkits, quick-start kits, consulting).