# 📌 Accessibility GPT Strategy — Key Takeaways

## Market Reality

* **Direct GPT monetization is limited**: Only a handful of creators make money directly from OpenAI’s store, most earn $0.
* **GPTs as products**: Standalone revenue is modest ($500–1.5k/mo ceiling with heavy promotion). GPTs work best as **lead magnets or tripwires** into higher-ticket offers.

## Accessibility GPT Market Insights

* **Demand signals exist**: Developers struggle with mobile a11y (screen readers, focus management, ARIA live regions). Compliance officers, auditors, and SMEs also need help.
* **Niche GPTs are stronger than one big tool**:
  + Audit Assistant: Quick WCAG scans + checklists.
  + Dev Copilot: Focus/ARIA/fix guidance.
  + Training Bot: Interactive a11y learning.
  + Risk Analyzer: ADA/WCAG exposure framing.
* **Monolithic GPT** = broad, generic → lower traction. **Portfolio of 2–3 focused GPTs** = better odds to find a winner.

## Skills & Feasibility

* **Your strengths**: Deep a11y experience, enterprise credibility, lived perspective.
* **Your gap**: Little mobile dev experience → risk if GPT promises code-level fixes.
* **AI can help**: You can learn enough mobile a11y patterns to curate and guide, but not fully replace developer validation.
* **Strategic fit**: Stay in your lane as an **accessibility strategist + AI orchestrator**. Use AI to accelerate knowledge, but collaborate for code-heavy outputs.

## Realistic Ramp-Up

* **Month 1**: MVP GPT launch + Gumroad/Stripe link gating → $0–100.
* **Months 2–3**: With steady promotion, 100–200 installs → 5–10 paid → $150–500/mo.
* **Months 6–12**: If niche GPTs gain traction, bundle them → $500–1.5k/mo.
* **Ceiling**: GPT-only income modest. Bigger opportunity = funnel into toolkits, consulting.

## Next Steps (High-Level)

1. **Start Small**: Launch 1–2 “safe zone” GPTs (audit/QA focus, not code-first).
2. **MVP Gating**: Use Gumroad/Stripe to sell access to unlisted GPTs.
3. **Validate Demand**: Promote via LinkedIn + network, see if people pay for practical GPTs.
4. **Expand**: Add dev-facing Copilot GPT only if you can validate/curate solutions credibly.
5. **Funnel**: Always point GPT users toward your upsells (toolkits, quick-start kits, consulting).