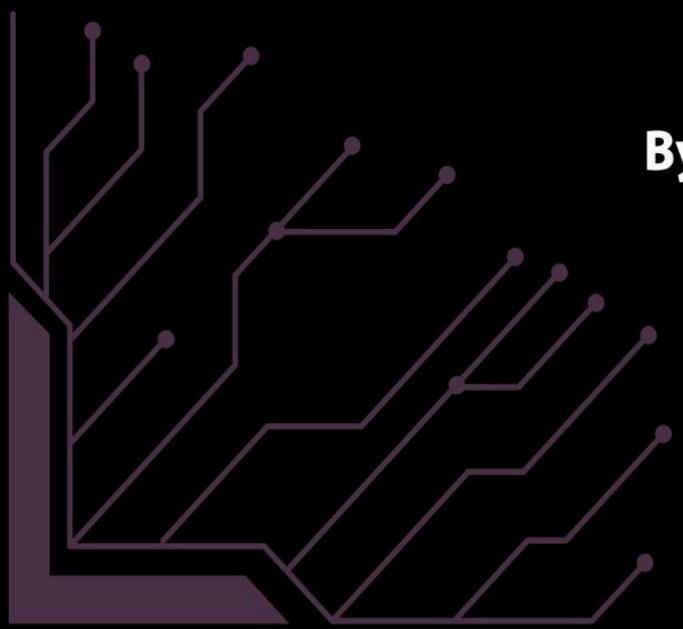


Prompts to Profits\$

How to launch a Cash-Generating AI System in 30 Days — Without Code, Complexity, or Being an AI Expert!

A stylized illustration of a circuit board, composed of various purple lines and dots, set against a dark background.

By Andy Kelly

Prompts to Profits

A Definitive Guide to Monetizing AI with the P.A.I.D Method™

By Andy Kelly

Copyright © 2025 by Andy Kelly & GPTBuilders
166 LWR Plenty Victoria Australia

All rights reserved. No parts of this publication may be reproduced or transmitted in any form without written permission from the author.

Additional Notice and Disclaimers

Any results depicted or implied in this document are atypical of most results. No guarantees, promises, or suggestions of any results are made, whether implied or stated. Individual results may vary from those shown, and everything herein is provided on an "at your own risk" basis.

Table of Contents

Introduction

Two Major Markets You Can Target

This Is The P.A.I.D Method™

CHAPTER 1: THE SHIFT NOBODY SEES

The Real Estate Agent Who Sold Out in a Week

The Partnership Play

CHAPTER 2: P - POSITION

The Difference Between Vitamins and Painkillers

Find Your Expensive Problem!

The Positioning Formula

Who to Target First?

CHAPTER 3: A - ATTRACT

The Three Attraction Methods That Actually Work

Where to Find These Businesses

CHAPTER 4: I - IMPLEMENT & D - DIVERSIFY

The M.A.P.S. System™

From One Success to Multiple Streams

The Replication Model

Conclusion

What Happens Next

One More Thing

Here's How To Work With Me To Build & Monetise Your AI Business Using The PAID Method™

Hey reader Andy Kelly here,

I have one goal with this book: to give you the information you need to build a profitable AI business that actually makes money.

My best strategies, frameworks, and learnings from building AI solutions that generate real revenue are in this book.

I've co-founded two major SaaS companies that both scaled to hundreds of clients. The biggest lesson from those years?

It's easy to get caught up in the tech and features, but none of that matters if you're not making sales.

This book is about the business side of AI and the part that generates revenue. The frameworks that turn AI capabilities into client acquisition and recurring income.

And even though that's the case... I still tend to get quite a few people asking how they can get more personal help when it comes to setting this up.

So if you want me to help you build this 1-on-1...

All you have to do is: send me the message "PAID Method".

Tell me a bit about your business and I'll give you all the details.

To your success,

Andy Kelly

Introduction

December 2022. I'm in a Zoom room with about 40 agency owners and consultants.

ChatGPT had just dropped a few weeks earlier, and everyone was losing their minds.

Within weeks, most of the group was obsessed, spending hours crafting the "perfect" prompt, building complex systems, tinkering with every new AI feature that came out.

Making no money.

A handful of us stuck to the original plan: find business problems that cost people money, build simple AI tools that solve them, and get paid.

Six months later, the difference was stark.

The AI-obsessed were still tinkering with bugger-all revenue. The business-first group were landing \$3K to \$5K clients.

That's what this book is about.

Here's What You Need to Know

Building Custom GPTs is easy with the right system, and I'll show you how to do it in an afternoon using the M.A.P.S. framework.

You don't need technical skills, AI expertise, or prompt engineering knowledge.

Here's the thing, the money isn't in building the tool. The money is in finding the right problem to solve.

A bleeding-neck problem. Something that keeps business owners up at night, something they're already spending money trying to fix.

Find that problem, build a simple Custom GPT that solves it, and charge \$3K to \$5K+. Then replicate it across other businesses with the same problem.

Two Major Markets You Can Target

Local Service Businesses

HVAC companies, roofers, lawyers, accountants, dentists. Any service business where there's a gap between what the owner can do and what the staff can do.

Take a roofing company where the owner closes 80% of sales but the staff only close 40%. That gap costs them hundreds of thousands in lost revenue.

Build a Sales Wingman GPT that tells staff exactly what to say in the moment, close that gap, and get paid.

Expert Market

Course creators, coaches, consultants - people with valuable IP trapped in courses nobody finishes or coaching programs that don't scale.

Here's the problem: only 15% of students finish online courses, while the other 85% get stuck at implementation and drop off.

Build an AI Implementation Partner from their course content. Guide students through application step by step, and completion rates jump to 60%+.

That means more testimonials, more referrals, higher lifetime value. Experts will pay you \$5K for the build, or partner with you on revenue share.

The advanced play? Licensing. Turn successful implementations into licensing deals where other people sell the expert's content plus your AI tool, and you collect licensing fees.

This Is The P.A.I.D Method™

P - Position: Find expensive problems businesses will pay to solve

A - Attract: Systematically reach businesses that have those problems

I - Implement: Build simple Custom GPTs using the M.A.P.S. framework

D - Diversify: Replicate and scale into partnerships and licensing

A real estate franchise client of ours was drowning in cold leads. Thousands of potential buyers and no way to qualify them efficiently.

We created a simple Lead Qualification GPT. Within 7 days, they had 8 to 10 qualified buyers and one who listed a \$1.5M+ home.

That's the difference between tinkering with AI and solving business problems.

This book *is that system.*

But first, let me show you the opportunity nobody's talking about.

CHAPTER 1: THE SHIFT NOBODY SEES

Something changed in the last two years.

Information became almost worthless. Not useless, worthless. As in, most people won't pay for it anymore.

You can Google anything, ask ChatGPT anything, watch a YouTube video on anything. The information that used to cost \$997 for a course? Available free everywhere.

But here's what's still valuable. Implementation.

Getting it DONE, applying it to YOUR specific situation, having something that works WITH you instead of just telling you what to do.

That's the shift, and most people are missing it completely.

Here's the part that matters: building these AI implementation tools is easier than you think. No coding required, no AI expertise. You can build a Custom GPT in an afternoon that solves a specific problem and charge \$3K to \$5K+ for it.

The money isn't in the technology. It's in finding the right problem to solve.

The Real Estate Agent Who Sold Out in a Week

Jace is a real estate agent who noticed new agents struggling with the same problems.

They'd attend training, watch videos, read books about handling objections, qualifying buyers and closing deals. The information was everywhere.

But when they got on an actual call with a prospect? They froze.

Jace built a Real Estate GPT Pack. Five specialized tools:

- Objection Handler (tells you what to say when prospects push back)
- Buyer Qualifier (walks you through qualification questions)
- Follow-Up Assistant (generates personalized follow-up sequences)
- Market Analysis Explainer (helps you break down comps for clients)
- Listing Presentation Builder (creates custom presentations)

He didn't write a long sales page.

Created a video demo showing the GPTs in action. Nothing fancy, just a quick 10-minute screen share walkthrough. Threw a real objection at the

Objection Handler GPT to show exactly what an agent would see in the moment.

Posted it to his real estate group.

Priced it at \$1,200 upfront plus \$100/month for ongoing updates and new GPTs.

Sold out his initial offer within a week.

Think about that timeline. Build the pack, record a demo, share with his network, sold out in seven days.

Why so fast?

Jace wasn't selling AI tools. He was selling implementation support for a problem agents felt every single day. The demo showed them exactly how it worked in a real scenario, and they could immediately see themselves using it.

Here's what's smart about this.

He built it once, sold it multiple times. Monthly recurring revenue instead of one-time consulting fees.

And he didn't need a massive audience. Started with people who already knew him, the group he was already in.

That's the model at an accessible scale. Video demo, warm network, fast validation.

Now let me show you how James took the same principle to a completely different level.

What James Saw

James started building AI tools for clients. Sales automation, lead generation, the usual \$5K gigs.

Then he noticed something.

Course creators, coaches, consultants, authors. Every expert had the same frustration.

People would consume their information and get stuck at implementation. They couldn't apply the framework to THEIR specific situation, they'd hit a roadblock with no way to get unstuck.

So they'd quit.

Course creators called it "the completion crisis." Fifteen percent of students actually finish.

But James realized it was bigger than courses. It was the entire expert economy.

Coaches couldn't scale 1-on-1 time. Authors wrote brilliant frameworks that readers never implemented. Consultants repeated the same process manually with every client.

Information was everywhere. Implementation was the gap.

James pitched a course creator with a simple idea.

"What if I built an AI implementation partner from your course content? Not just information delivery, a tool that guides students through implementation step by step, answers their specific questions, helps them apply your framework to THEIR situation."

The creator said yes.

James spent a few days building a Custom GPT trained on the creator's methodology. It knew the process inside and out, could guide students through implementation, could answer questions based on their specific circumstances.

Students who used to get stuck? They started finishing, they got results and they left testimonials.

Completion rates jumped from 15% to 60%+.

James charged \$5K+ for the build.

Most people would stop there.

These are nice projects agencies and freelancers like. It's good money, so just move on to the next client.

But James saw something nobody else saw.

The Partnership Play

Instead of building one-off tools for \$5K, James started partnering with experts.

"I'll build the AI implementation system from your content. We bundle it together. You handle marketing to your audience, I handle all the technology. We split revenue 50/50."

The expert kept all the buyer information. Every sale built their database of verified buyers for future offers.

For James? He got paid from one implementation instead of hunting for the next client.

Then he took it further.

He turned successful bundles into licensing opportunities. Other people could sell the expert's content plus AI implementation tools. They kept 100% of the revenue, the expert got all the buyer data, James collected licensing fees.

First licensing promotion? 62 licenses at \$1,997 each.

That's \$123,814 from one partnership with one implementation and the licensing structure scaled it.

People lapped it up!

Later promos brought it to 93 total licenses. Same system, same implementation, just kept working.

Not from 18 separate \$5K builds. One partnership, single implementation, just kept working.

Why This Works Now

There's a window right now where Custom GPTs are new enough that most businesses haven't figured them out yet, but accessible enough that you can build them without being a developer.

That window won't stay open forever.

But right now? You can position yourself as the person who helps businesses implement AI for their specific problems.

Not "AI consultant." Not "prompt engineer." The person who builds implementation tools that solve expensive problems.

That positioning matters. Let me show you how to get it right.

CHAPTER 2: P - POSITION

Most people approach AI services backwards.

They lead with technology. "I build Custom GPTs." "I do AI automation." "I'm a prompt engineer."

Nobody cares.

Business owners don't wake up thinking, "I need a Custom GPT today." They wake up thinking about the gap between what they're making and what they should be making.

They think about the leads they're losing, the staff who can't close like they can, the course students who drop off before finishing.

Those are expensive problems. That's what they'll pay to solve.

The Difference Between Vitamins and Painkillers

Sarah, a marketing consultant, learned this the hard way.

Her first attempt: "I build custom GPTs that help businesses with marketing tasks."

Generic positioning, zero takers, nothing but crickets.

She'd send cold emails, hop on discovery calls, explain what she does... and get the same response every time. "Sounds interesting. Let me think about it."

Translation: "No thanks."

Then she repositioned.

"I help HVAC companies cut proposal time from 6 hours to 30 minutes using AI-powered proposal systems."

Specific problem, specific market, specific outcome.

HVAC owners immediately understood the value. Six hours of their time or their estimator's time every week? That's real money.

She wasn't selling AI anymore. She was selling time back.

First client paid \$4,500 for the build. Referred her to three other HVAC companies in his network.

Same skillset, different positioning, completely different results.

Find Your Expensive Problem!

Here's how to identify problems businesses will actually pay to solve.

Look for gaps between what's possible and what's happening.

In local service businesses:

The owner closes 80% of sales calls. Staff close 40%. That gap costs hundreds of thousands in lost revenue.

The owner writes proposals in 2 hours. Staff take 6 hours. That gap costs time and money.

The owner qualifies leads in 5 minutes. Staff waste hours on tire-kickers. That gap costs opportunity.

In the expert market:

Course creators have 15% completion rates. Students get stuck at implementation. That gap costs testimonials, referrals, and reputation.

Coaches spend 80% of their time answering the same questions. That gap costs their ability to scale.

Authors write frameworks readers never implement. That gap costs impact and word-of-mouth growth.

These aren't "nice to have" improvements. These are bleeding-neck problems that cost real money.

The Positioning Formula

Here's how to position yourself so businesses immediately understand the value.

"I help [specific market] [solve specific expensive problem] using [your mechanism]."

Examples:

"I help roofing companies close the gap between owner performance and staff performance using our AI Sales Wingman tools."

"I help course creators increase completion rates from 15% to 60%+ using our AI Virtual Coach."

"I help HVAC companies cut proposal time from 6 hours to 30 minutes using Ruby, our AI-powered proposal generator."

Notice what's NOT in these statements. No mention of "Custom GPTs." No mention of "AI automation." No mention of technical capabilities.

Just the problem, the outcome, and enough mechanism to create curiosity.

That's positioning that gets conversations started.

Who to Target First?

Start with markets where you can demonstrate value quickly.

Local service businesses are ideal because:

- The problems are obvious and measurable
- The owners feel the pain daily
- They have budget to solve expensive problems
- Results show up fast (qualified leads, closed deals, time saved)

Expert market works if you have access to course creators, coaches, or consultants who:

- Have proven content that works
- Struggle with student implementation
- Want to scale beyond 1-on-1 time

- Understand the value of completion rates

Pick one market. Get specific. Build one solution that solves one expensive problem.

Then replicate it across similar businesses.

But first, you need to attract the right businesses. That's next.

CHAPTER 3: A - ATTRACT

You've positioned yourself around an expensive problem. Now you need businesses with that problem to know you exist.

Most people overcomplicate this.

They build elaborate funnels, run expensive ads, create complex lead magnets. None of that is necessary when you're starting.

What works? Demonstrating you understand their problem better than they do.

The Three Attraction Methods That Actually Work

Method 1: The Leads/Sales/Money Pain

Share specific observations about their industry that prove you understand their world.

Example for roofing companies:

"I noticed something interesting. Roofing company owners close 70-80% of their sales calls. Their best salespeople? Maybe 50-60%. Everyone else? 30-40%. That gap between owner performance and staff performance costs the average roofing company \$200K+ in lost revenue

every year. Here's why it happens and what top performers do differently..."

This isn't generic advice. It's specific to their industry, their problem, their numbers.

When a roofing company owner reads this, they think: "This person gets it."

That's attraction.

Method 2: Efficiency Audits (Time = Money)

Offer to analyze their current process and show them where time and money are leaking.

Example for HVAC companies:

"I'll audit your proposal process and show you exactly where time is being wasted. Most HVAC companies I work with are spending 4-6 hours per proposal when it should take 30-45 minutes. I'll map your current process, identify the bottlenecks, and show you how to cut that time by 80%."

This isn't a sales pitch. It's a diagnostic that reveals the problem they didn't know they had.

When they see the audit results, the solution becomes obvious.

Method 3: Demo Using Their Data

Build a proof-of-concept using their actual scenarios.

Example for course creators:

"Send me your course outline and the three most common questions students ask. I'll build a quick demo of an AI Implementation Coach

trained on your methodology. You'll see exactly how it guides students through your process and answers their specific questions."

This isn't theoretical. It's showing them the solution working with their content.

When they see it in action, they understand the value immediately.

Where to Find These Businesses

You don't need a massive audience. You need access to the right 10-20 businesses.

LinkedIn: Search for business owners in your target market. Comment on their posts with insights. Send connection requests with a specific observation about their business.

Industry Groups: Join Facebook groups, Slack communities, or forums where your target market hangs out. Contribute value, answer questions, share insights.

Referrals: Start with your existing network. Who do you know in your target market? Who do you know who knows someone in your target market?

Local Networking: If you're targeting local service businesses, go where they are. Chamber of commerce meetings, industry associations, local business groups.

The goal isn't to pitch. The goal is to demonstrate you understand their problem better than anyone else.

**I started off joining local businesses meetings and inviting people to Webinars/Workshops and landed a lot of clients this way.

The Conversation Flow

Once you've attracted attention, here's how the conversation typically flows.

Step 1: Problem Recognition

They reach out because something you shared resonated. They recognize they have the problem you described.

Step 2: Qualification

You ask questions to understand their specific situation. *What's the gap costing them? (Put this into their numbers, it's powerful)*. What have they tried? What would solving this be worth?

Step 3: Demo

You show them how the solution works using their real scenarios. Not a generic demo, their specific use case.

Step 4: Proposal

You propose the build. Clear scope, clear timeline, clear price. Usually \$3K to \$5K for the initial implementation. (You can start with a lower foot-in-the-door offer to build up from).

**Keep in mind \$3k-\$5k for a HVAC company is peanuts with their hourly rate or average job value.

Step 5: Delivery

You build it, they test it, you refine it based on feedback. Then they start using it and seeing results.

This isn't a complicated sales process. It's a conversation with someone who has a problem you can solve.

Your attraction system has done its job.

Now it's time to deliver.

CHAPTER 4: I - IMPLEMENT & D - DIVERSIFY

You know which businesses will pay. You know how to attract them. You have qualified prospects telling you exactly what they need.

But here's where most people freeze.

"What if it doesn't work perfectly?" "What if I'm missing something?"
"Maybe I should learn more about AI first..."

Meanwhile, smart operators are building simple solutions while everyone else is researching.

The question isn't whether you can build it. The question is: Will you build it before someone else does?

The M.A.P.S. System™

This is how you turn business conversations into Custom GPTs that solve expensive problems.

M - Mirror: Capture what already works (interview someone who solves this successfully)

A - Ask: Design the conversation flow (map the decision tree)

P - Package: Build the GPT using structured data (not random PDFs)

S - Secure: Protect the IP (hide prompts, control access)

You're not inventing a new process. You're capturing an existing expert's methodology and making it scalable.

How This Actually Works

A real estate franchise was drowning in cold leads. Thousands of potential buyers and no way to qualify them efficiently. Their agents were burning out making calls to unqualified prospects.

Using The M.A.P.S. Process, I **Mirror**: Interviewed their top agent about qualification questions **Ask**: Mapped the decision tree for serious vs. casual buyers **Package**: Built Lead Qualification GPT with structured data. **Secure**: Protected their proprietary qualification methodology

Result? Within 7 days, they had 8 to 10 qualified buyers and one who listed a \$1.5M+ home.

The GPT didn't just qualify leads. It identified serious sellers and buyers while filtering out tire-kickers.

Want to See the Full Build Process?

I've recorded a complete M.A.P.S. walkthrough showing exactly how to interview experts, map conversation flows, structure training data, and build Custom GPTs that deliver results.

[Link to M.A.P.S. video walkthrough]

It covers the technical details, common mistakes to avoid, and security measures. You don't need it to get started, but it'll save you time if you want the full tactical breakdown.

From One Success to Multiple Streams

Most people stop at one success. They build a proven solution, test it with clients, refine it based on results, then they're done.

Six-figure AI builders do something different.

They understand that their first successful solution contains the seeds of multiple revenue streams.

Years ago, I co-founded a social media management SaaS. Our first big client was a pest control company. We helped them post consistently, engage with customers, and generate leads.

It worked. They got more leads, they paid us monthly for years.

Then I noticed something.

The problems we solved for that pest control company weren't pest control problems. They were home services problems.

HVAC companies, plumbers, electricians, roofers. Same issue across every vertical. Too busy with their trade to manage consistent marketing.

So we adapted the SaaS for home services companies.

The core technology was identical. What changed? Industry-specific content templates and messaging. That's it.

One proof of concept with pest control became revenue across every home service vertical. Then dental, then chiropractors, physical therapists, veterinarians. Every allied health professional had the same core problem we'd already solved.

The Replication Model

This is what most people miss. They think expansion means starting over, but it doesn't.

It means taking your verified model and asking: "Where else does this exact problem exist?"

Build a Sales Wingman GPT for roofing companies? Replicate it for HVAC, solar installers, contractors.

Build an Implementation Partner GPT for course creators? Replicate it for coaches, authors, consultants.

Same core logic, same conversation flow, just swap the specific content and terminology.

Build it once with one client in one industry. Verify it works, get proof it delivers results.

Then replicate it across:

- Adjacent industries (roofing → HVAC → solar)

- Parallel markets (course creators → coaches → authors)
- Geographic regions (local → national)
- Delivery channels (direct → white-label → licensing)

Where This Can Go

Remember James from Chapter 1? He started with \$5K builds for course creators. Then he saw the replication opportunity.

He used the same Implementation Partner/coach GPT. He modified the instructions to be a template for different course content and different experts.

Then he took it further into Partnerships, revenue sharing, licensing deals. This is where the serious money and opportunity is right now.

62 licenses at \$1,997 each. \$123,814 from one implementation.

That's the advanced play. But it starts with one successful build that solves an expensive problem.

Conclusion

You've got the complete P.A.I.D Method™ now.

Position yourself in front of businesses with expensive problems. Local service companies where there's a gap between owner performance and staff performance. Experts with IP that needs implementation support.

Attract them systematically with industry insights, efficiency audits, and demos using their real data.

Implement solutions using the M.A.P.S. System™. Mirror what already works, design the conversation flow, package it into a Custom GPT, secure the IP.

Diversify by replicating across industries and scaling into partnerships.

The opportunity is clear.

Information became worthless, implementation is valuable. Every business with an expensive, repetitive problem needs what you can build.

And building Custom GPTs is easier than you think. No coding, no AI expertise. You can build one in an afternoon that solves a specific problem and charge \$3K to \$5K+ for it.

The money isn't in the technology. It's in finding the right problem to solve.

What Happens Next

You have three options.

Option One: Take what's here and run with it.

If you're a go-getter, there's no reason you can't get results with what you know now. Find a roofing company where the owner closes 80% but staff close 40%. Find a course creator where only 15% of students finish. Find an HVAC company spending 6 hours weekly on proposals.

Build the solution, get paid, then replicate it.

The information is all here. If you're the type who just needs the map, you've got it. Go build.

Just give me a shout-out when you start making money with this.

Option Two: Work with me to build your AI business.

I can walk you through step-by-step how to position yourself, attract the right clients, build GPTs that actually work, and structure partnerships that pay you ongoing revenue instead of one-time fees.

This is for people who want guidance, who want to see exactly how I apply the P.A.I.D Method™ to real situations, who want feedback on their positioning, their pipeline, their first builds.

Option Three: Have me build your AI implementation partner for you.

This is the done-for-you option. You're an expert with a methodology that needs to scale. You've got a course, a coaching program, a book, or a consulting process that students struggle to implement.

I build the AI implementation partner from your content. We structure the partnership, we handle the technology. You focus on your expertise and your audience.

If you'd like to explore Option Two or Three, email me at andy@gptbuilders.co with the subject line "AI Implementation Help."

Tell me about your situation, and I'll see if I can help.

One More Thing

This space is growing fast. Every month I see more people discovering what Jace and James discovered. The best opportunities (the businesses with real problems and budget to solve them) go to the early movers.

Competition is coming. Not here yet, but coming.

Don't let this book sit on your hard drive. Pick one business, build one solution, get one result.

That's how every success story in this book started.

The difference between information and implementation? It's taking the next step.

Cheers,

Andy Kelly