So You're Building Al Agents... Now What?

A Guide to Monetizing and Applying Your Al Automation Skills

By: Nate Herk

Who This Is For

You've learned to build Al automations. Now you're wondering what to do next, how to use these skills in the real world, whether to monetize them, and which path makes sense for you.

This guide breaks down actionable next steps, real examples, and clear strategies based on your background.

Which Path Describes You Best?

1. Aspiring Freelancer or Side-Hustler

Why this path matters: Getting paid for your skills shows you're building something useful, and it gives you momentum to keep learning and experimenting.

How to get started:

- Build something that solves a real problem
- Share your build and explain how it works
- Start conversations with people who might benefit from it

Case Study: Dan, A Beginner Who Took Initiative

Dan had been tinkering with AI automation on nights and weekends. One of his builds was a simple tool that compared budget vs. actual spend for finance teams and flagged the key drivers behind the differences. Instead of keeping it to himself, he posted a breakdown of how it worked on LinkedIn. That post got more attention than he expected. A few people messaged him, and one became his first paying client. Dan didn't have a personal brand or website, but he had a working system that saved time. Now he has both a repeatable tool and the confidence to keep going.



2. Freelancer Turning Into Consultant or Founder

Why this path matters: Once you've built for a few clients and understand their problems, you can shift from selling one-off builds to delivering ongoing solutions.

What this looks like:

- You stop just "building" and start consulting, diagnosing, and partnering
- You begin to create systems around your delivery
- You can grow with collaborators, contractors, or co-founders

Case Study: Lars, The Builder Who Stepped Into Leadership

Lars started by offering freelance AI builds to people in his network. He delivered small systems for tasks like LinkedIn post generation and blog automation. Over time, he got better at scoping projects, understanding client goals, and explaining how AI could help. As demand increased, he started bringing on team members to help with development and delivery. Lars also launched a YouTube channel to attract inbound leads, which gave him more control over his client pipeline. Today, his small team not only builds tools but also consults on AI strategy. His story shows that freelancing can naturally evolve into something bigger, without needing to rush or scale prematurely.

3. Business Owner Looking to Work Smarter

Why this path matters: You already know your operations, your bottlenecks, and your most repetitive tasks. All is your chance to save time and scale faster without hiring more people.

Where to start:

- Pick one process that you or your team does daily or weekly
- Automate that task and track the time saved
- Reinvest the time or use it to deliver more value

@ Case Study: Aidan, The Local Business Owner Who Automated Lead Nurturing

Aidan runs a car detailing business and was using local Meta ads to get leads at about \$8 each. He built a system that allowed leads to submit a form describing their vehicle, and in return, they received a personalized PDF guide on how to protect their car. The whole process was automated. After launching this, his lead cost dropped from \$8 to \$1. As lead volume increased, Aiden also built a voice agent to follow up with interested customers. These automations didn't just save him time — they helped him scale his business without needing extra staff or constant manual follow-up. Aidan's story shows how small business owners can use AI to grow smarter, not just bigger.

4. Employee Looking to 10x Performance

Why this path matters: Using AI at work can help you do more in less time, position you as a forward-thinking problem solver, and even lead to promotions.

Action plan:

- List out repeatable tasks in your job
- Build automations that make your life easier
- Share what you've built with your team or manager

@ Case Study: Brian, The Team Member Who Became the Al Expert

Brian worked in operations and noticed that new employees kept asking the same onboarding questions, which slowed everyone down. He built an internal AI assistant inside Slack that could answer questions using company documents, transcripts, and SOPs. As a result, new hires no longer needed to rely on managers for basic info, and onboarding time dropped from 6–8 weeks to just 2–3. Brian didn't just make his own life easier — he made the whole company more efficient. Today, he's seen as the internal AI expert, and his contributions are a clear reason why.

Key Lessons From Nate's Journey

- Monetization gives you freedom. Earning income means you can reinvest in your learning and commit more time to what you enjoy.
- Freelancing teaches valuable skills. Scoping, sales, communication, and delivery are all learned by doing.
- **Don't buy the hype.** You don't need to quit your job and go all in. Start small, get results, then grow from there.
- **Diagnose before you deliver.** Learn how to identify problems and then provide custom solutions instead of handing over generic tools.

Next Steps Based on Your Role

If You're Just Starting:

- Solve one real problem using Al automation
- Share the results with your network or community
- Look for feedback or interest

If You Want to Freelance:

- Pick a niche or use-case area
- Build a public demo or walkthrough
- Start conversations with people it could help

If You're a Business Owner:

- Find a task that's done every day or week
- Automate it and track time saved
- Repeat the process

If You're an Employee:

- Audit your weekly tasks
- Build small tools to make them easier or faster
- Help others on your team do the same

Final Thought

No matter where you are, the goal isn't perfection or overnight success. It's momentum. Build something small, make it useful, and let that be your proof of concept. The opportunities will come as you keep solving real problems.

You don't need to be technical. You just need to be useful.

Want to connect with others building and monetizing AI automation?

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