💼 How I Made $231,000 in 30 Days as an AI Consultant

Resource Guide by [Nate Herk](#)

🔍 What Is an AI Consultant?

Definition:

An AI consultant helps businesses or individuals use AI to **save time, make money, or scale efficiently**.

Examples:

- Teaching beginners how to use AI tools
- Helping established companies systemize operations
- Designing and implementing automation systems

Core Concept:

You're using your knowledge of AI to **create leverage** — enabling others to do more with less.

💰 The $231K Breakdown

This number came from **multiple sources** — not one massive client deal.

Revenue Streams:

1. **B2C (Education)**
   - Skool community revenue
   - Course and YouTube monetization
   - Teaching others to build and consult with AI

2. **B2B (Consulting & Implementation)**
   - TrueHorizon AI client projects
   - Business consulting and automation system builds

Key Takeaway:

B2C is **more scalable**, while B2B is **higher-ticket but lower volume**.

Together, they form a **flywheel** — one feeds the other.

🧭 The Two Main Paths of AI Consulting

Path 1: B2C – Educating the Market

Focus: *Teach people how to use AI.*

How it works:

- Learn a tool (e.g., n8n, Make, Nano Banana)
- Teach what you learn through YouTube, courses, or communities
- Build trust through **free value → monetize through clarity and accountability**

Monetization Options:

- Courses
- Communities
- Templates
- Mentorships
- One-on-one coaching

Why it works:

- Scalable (one-to-many model)
- Builds authority and inbound demand
- Ideal if you enjoy content creation

People pay for:

- Shortcuts
- Clarity
- Accountability

Path 2: B2B – Working with Businesses

Focus: *Help companies implement AI directly.*

Offer types:

- Consulting calls
- Done-for-you automation systems
- Full implementation retainers

Process Overview:

1. Identify problems costing time or money
2. Audit workflows and SOPs
3. Design automation and AI solutions
4. Deliver measurable results

Pricing Guideline:

Anchor pricing on value — clients should see **10x ROI within a year.**

Typical range: **$3K–$50K+ per project**

Example:

Fixing slow "speed-to-lead" processes for sales teams to increase conversions instantly.

Why it works:

- High-ticket, low-volume
- Doesn't require an audience
- Can expand within one company (land-and-expand model)

Bonus:

Many B2B consultants get paid just to **educate teams** — showing them how to use AI tools like ChatGPT, Nano Banana, or Veo3.

💡 Education = Leverage (In Both Paths)

Even in B2B, **education is a revenue stream**:

- Teach internal teams how to use AI tools
- Create enablement programs
- Deliver short training sessions (paid workshops)

You don't need to be a "tech genius" — just **a few steps ahead** and able to translate business pain points into solutions.

⚖️ Which Path Should You Start With?

Goal	Recommended Path	Why
Scale & Leverage	**B2C**	Build systems and revenue that grow while you sleep
Immediate Cash Flow	**B2B**	Faster to start, simpler to close deals

Trade-offs:

- B2C = slower to start but scalable
- B2B = faster cash flow but less leverage initially

Eventually:

Both feed each other — B2B builds **proof**, B2C builds **reach**.

🧩 The 5-Step Framework to Replicate This

Step 1: Focus on Problems, Not Tools

- Always start by identifying **business pain points**
- Don't over-automate — sometimes a $30 SaaS or simple script is enough
- Aim for the **simplest path to solving a real problem**

  "How can we solve this with the minimal amount of AI possible?"

Step 2: Master One High-Leverage Tool

- Choose ONE tool and go deep (e.g., n8n, Make, Claude, Nano Banana)
- Build your brand as "the go-to person" for that tool
- Depth builds **authority**, authority builds **opportunity**

Step 3: Document Everything Publicly

- Share your builds, wins, and even failures
- Transparency = trust
- Documentation doubles as your portfolio

Example:

Post before-and-after results, workflow breakdowns, or client case studies.

Step 4: Build Simple Offers

- Keep your offers **clear, understandable, and results-oriented**

B2C Example:

"Learn how to automate your business using n8n."

B2B Example:

"We'll audit your sales process and show where AI can save you time and money."

Simple = Faster sales.

Step 5: Overdeliver and Systematize

- Go above and beyond for every client or student
- Collect testimonials and case studies
- Build systems around your processes:
    - Onboarding
    - Delivery
    - Reporting

Each project = new proof → new opportunity → more leverage.

🚀 The 30-Day Action Plan (From Scratch)

Days 1–3: Pick a Niche

Choose an industry you understand — ideally with repeatable manual tasks.

Examples: real estate, marketing agencies, e-commerce, coaching.

(Avoid complex, regulated niches like healthcare or finance.)

Days 3–10: Market Research

- Study pain points on Reddit, LinkedIn, forums
- Use ChatGPT to brainstorm
- Talk to people in your niche
  - **Goal:** identify 3 key problems you could solve.

Days 10–15: Offer Free Audits

- Reach out offering **AI automation audits**
- Focus on *learning*, not selling
- These audits build credibility and open doors

Days 15–20: Convert to Paid Projects

- A few audit clients will ask for help building solutions
- Focus on overdelivery — proof > profit early on
- Create clear "before vs after" results

Days 20–30: Turn Results into Content

- Showcase transformations publicly
- Share lessons, screenshots, results
- That content becomes your lead magnet

🔁 The Flywheel Effect

1. **B2B → Proof** (real results, testimonials)
2. **B2C → Reach** (content, community, scalability)

3. Together → **Leverage + Authority + Income**

   "Your B2B clients give you credibility.
   Your B2C content gives you reach.
   Together, that's how you build real leverage as an AI consultant."

🧠 Key Takeaways

- AI Consulting = **Helping people create leverage** with AI
- You don't sell "AI," you sell **clarity and results**
- Lead with **value and education** — not hype
- Choose **one path first**, but aim to build both over time
- Focus on **proof, documentation, and repeatable systems**

Want to connect with others building and monetizing AI automation?
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