

SECTION 1 THE 5 WAYS (RECAP)

#	WAY	PACE	BEST FOR
1	Affiliate the Claude tool stack	Slow stacker (6-12 mo)	If you have or are building an audience or search-ranked content
2	Sell skills as digital products built with Claude	Fast (one weekend)	If you have a skill at work you haven't packaged
3	Freelancing with Claude as multiplier	Immediate	If you can charge for outcome, not hours
4	Paid Skool community on Claude workflows	Mid-term ramp	If you've nailed a workflow for a specific industry
5	Content -> digital products -> Claude engine	Compound year-1+	If you're committed to consistent content

SECTION 2 PICK ONE — APPLY IT

Which way will I start with? #_____

The skill I'll use Claude to leverage: _____

The buyer (industry · role · revenue band): _____

The format Claude helps me build (PDF · Excel · Notion · Loom · post): _____

The price (\$9 · \$17 · \$20 · \$47): \$_____

SECTION 3 3 DIAGNOSTIC QUESTIONS

1. What is the work-skill I have that other people in my industry quietly come to ME for help with? Be specific.

2. What is the format Claude could help me compress the work of building? (Hint: pick the format your buyer already uses every day at work.)

3. Of the 5 ways, which is the one I'd actually start with this weekend — not the one that sounds most impressive?

SECTION 4 THIS WEEKEND CHECKLIST

- Saturday morning (1 hr): outline the product on paper. Don't open Claude yet.
- Saturday late morning (2-3 hrs): build the skill-output yourself first (the spreadsheet, the doc, the framework). This is the asset.
- Saturday afternoon (1 hr): use Claude to compress the LAST mile — clean up formatting, write the 1-page instruction tab, draft your sales-post copy.
- Sunday morning (30 min): post one useful answer in r/[your buyer's subreddit] that ENDS with the link to the product. Use Claude to draft the post in 90 seconds. Edit the post yourself. Post.
- Sunday evening: track first sale. Mark it on a sticky note.

SECTION 5 NEXT STEP

- If you haven't named your skill yet -> Free Side Hustle Finder quiz at finder.platformproof.com (no card needed)
- If you've named the skill and want the offer in 20 minutes -> OfferEngine (\$17) at offerengine.platformproof.com (built on Claude under the hood)