

SECTION 1 — THE MAINSTREAM BELIEF

"AI agents is the next gold rush. If I can land a few \$5K/month retainer clients, I can hit \$10K/month."

SECTION 2 — THE CONTRARIAN REFRAME

"The agency model puts you in the contractor position. Owned-product with AI as leverage puts you in the asset position. AI is not the trap — the position you take with AI is."

SECTION 3 — RUN THE 4-COMPONENT CHECK ON YOUR PITCH

#	Component	Hits YOUR pitch? (Y/N + evidence)
1	Course is sold by people who don't actually do the thing	
2	Model requires constant new clients to make money	
3	You don't own any asset (brand, list, product)	
4	Real money flows from new entrants buying in, not durability	

Score: ___ / 4 hits = trap pattern likely if 3+ check.

SECTION 4 — THREE PROMPTS

1. What's the ONE pitch you've been served most this week (specific course name, creator, or community)?

2. Which of the 4 components hits hardest on that pitch?

3. What skill do you ALREADY have at your job that AI could compress the work of selling — without you needing to take a \$497 course about a thing the seller doesn't do?

SECTION 5 — WHAT I'LL CHANGE THIS WEEK

"Before I pay another dollar to a course-seller, I'll run the 4-component check above. If 3+ hit, I'll walk."

Then: this week I'll [pick one]:

- Take the FREE Side Hustle Finder quiz at finder.platformproof.com — name my actual skill (no card needed)
- Run OfferEngine (\$17, 20 min) at offerengine.platformproof.com — 4 questions, walk out with the one-sentence offer
- Build a v1 of my own asset using AI as leverage on a skill I already have