

WELCOME TO DAY 2

Make Money With AI

with Sabrina Stocker



THE WRONG QUESTION

Everyone's asking "what can AI do?" That's the wrong question.

The right question: **where does money actually get made in your business?** Answer that, and AI finally has a job description.

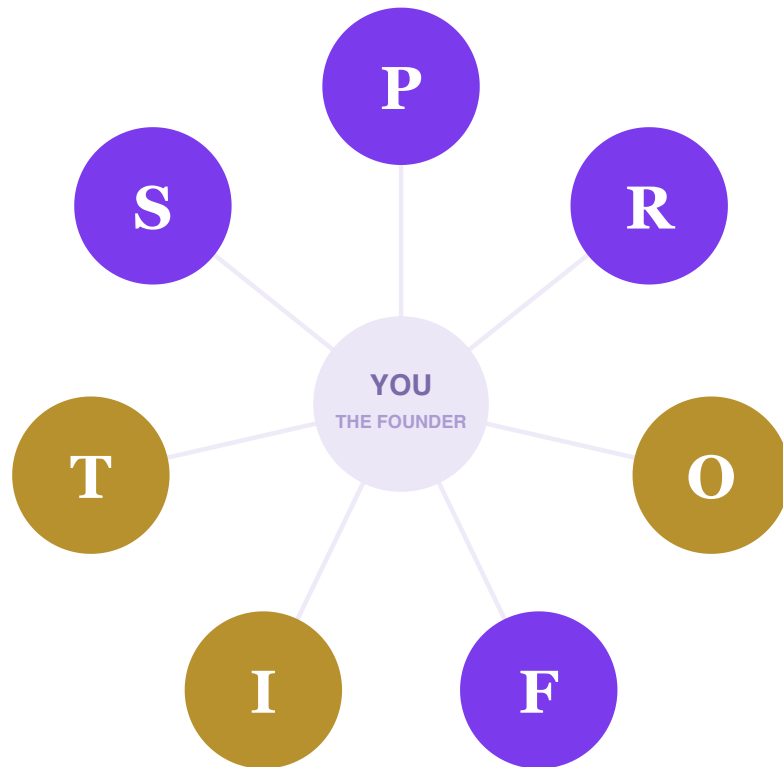
THE MAP

Every business makes money in exactly **seven places.**

Property, coaching, clinics, trades, tech — doesn't matter. Seven areas.
In each one, money is either being made or being leaked. There is no
third option.

SEVEN LETTERS · ONE SYSTEM

They spell **PROFITS**.



- P** Promotion
- R** Reputation
- O** Offer
- F** Fulfilment
- I** Infrastructure
- T** Time
- S** Sales

Seven areas. Three elements each.
Twenty-one things that make a business
make money. We'll walk every one.

WHY AI CHANGES THIS

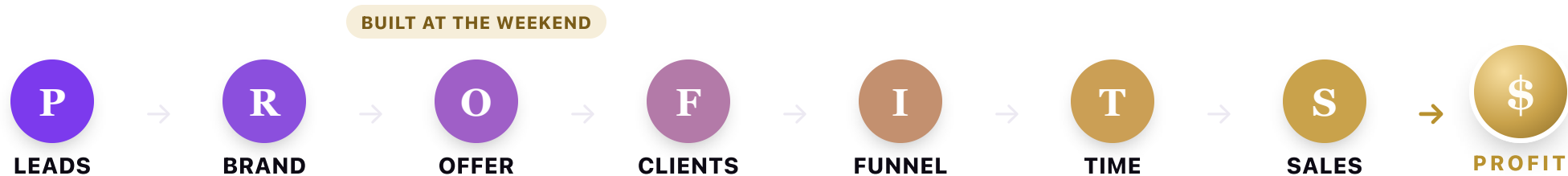
AI didn't invent the seven. It made them **one-person jobs.**

These areas used to need seven salaries. Now each one is a system you build once — and it works nights, weekends and bank holidays. Let's take them one at a time.

YOUR ROADMAP

Zero hires. **Seven**, by the end.

Build it. Hire it. Scale it. Same seven letters, one at a time.





No leads, **no business.**

Everything downstream starves if nobody new turns up. Most founders run on referrals and hope — which means the diary decides your income.

Lead magnet

The thing worth swapping an email for.

Content engine

Showing up every day without writing every day.

Outreach

Going to the right people instead of waiting.



A calendar that **fills itself**.

Lead magnet

AI drafts, designs and packages it in an afternoon — the guide, the scorecard, the checklist your market actually wants.

Content engine

One voice note from you becomes thirty days of posts — in your voice, not a robot's.

Outreach

Personal, researched, one-by-one messages at scale. Nothing that smells like spam.

Staffed properly, this is a **£46,800-a-year** hire. Built as a system, it's yours — and it never runs out of ideas.



People buy from names they already trust.

By the time someone gets on a call, the decision is half made — by what they found when they looked you up. If your visibility doesn't match your ability, you're the best-kept secret in your market. Secrets don't get paid.

Voice guide

How you sound, written down.

Social presence

A profile that matches the business.

Reviews & PR

Proof, collected on purpose.



Visibility that matches **what you've built.**

Voice guide

Feed AI your calls, your posts, your rants — it learns how you think, so everything it writes sounds like you on your best day.

Social presence

Profiles rewritten, banners, bios, pinned posts — the shop window finally matches the shop.

Reviews & PR

Every happy client asked at the right moment, every review answered, every press angle drafted.

Staffed properly, this is a **£46,800-a-year** hire. Built as a system, it's yours — and it compounds while you sleep.



The offer decides what everything else is worth.

Wrong person, vague promise, guessed price — and the other six areas just deliver bad news faster. Right person, sharp promise, priced on value — and everything downstream multiplies.

✓ You built this one today.

ICP

Exactly who it's for.

Offer

What you sell, and why.

Pricing

What it's actually worth.



Priced on value, **not on nerve.**

ICP

AI interrogates your best clients' patterns and tells you who to clone — and who to stop taking.

Offer

Stress-tested against real objections before a single prospect hears it.

Pricing

Modelled on outcomes, benchmarked against your market — so the number stops being a guess.

Staffed properly, this is a **£46,800-a-year** hire. Built as a system, it's yours — and you already did the first version today.

The second sale is where **the profit lives.**

Winning a client costs money. Keeping one prints it. If clients leave quietly and never send their friends, you're refilling a leaking bucket every single month.

Onboarding

The first week that makes them stay.

Delivery

Systemised, not heroic.

Referrals

Asked for, on autopilot.



Clients kept, **not just won.**

Onboarding

Welcome sequences, first-week check-ins, expectations set — automatically, for every client, every time.

Delivery

Your delivery captured as a system AI runs with you — same standard whether you slept or not.

Referrals

The ask goes out at the moment of delight, not when you remember six months later.

Staffed properly, this is a **£46,800-a-year** hire. Built as a system, it's yours — and it never forgets a client.



If money only moves when you're in the room, **you don't have a business.**

You have a job with extra steps. Infrastructure is the machinery that takes someone from stranger to paid — while you're asleep, on stage, or on holiday.

✓ You started this one today.

Landing page

Where they land and why they stay.

Payments & CRM

Money and follow-up, connected.

Email automation

The sequence that sells while you don't.



A funnel that converts **while you sleep.**

Landing page	Written, designed and live in a day — you watched it happen this morning.
Payments & CRM	Stripe connected, every lead tracked, nothing living in your head or a lost notebook.
Email automation	Five emails that welcome, warm and sell — running on every lead, forever.

Staffed properly, this is a **£46,800-a-year** hire. Built as a system, it's yours — and yours is already half-built.



You can't scale a business run on **hours you don't have.**

Every hour you spend on inbox, diaries and repeating yourself is an hour the other six areas don't get. Time isn't a soft benefit — it's the raw material the whole system is built from.

Tomorrow, you build this one.

Your EA

An assistant that never takes lunch.

Inbox & meetings

Triaged, drafted, prepped.

SOPs

How you do things, captured once.



Hours back, **every single week.**

Your EA

Drafts your replies, preps your meetings, chases what you'd forget — tomorrow you build one of your own.

Inbox & meetings

You read decisions, not noise. The diary defends itself.

SOPs

Record yourself doing it once — AI writes the manual, so it never needs you twice.

Staffed properly, this is a **£46,800-a-year** hire. Built as a system, it's yours — and it doesn't take lunch breaks.



Most money isn't lost to "no". It's lost to **silence**.

The enquiry you never chased. The quote nobody followed up. The "let me think about it" that was never asked again. That's not a sales problem — that's a follow-up problem. And it's the fastest money in this whole system.

Follow-up

No lead ever dies.

Sales scripts

The words that work, written down.

Closing workflow

From "interested" to "paid", systemised.



Money that was leaking, **now landing.**

Follow-up

Every enquiry chased, every time, in your voice — until they buy or say no. Nothing falls through the gap, because there is no gap.

Sales scripts

Your best calls transcribed and turned into scripts — so your worst day sounds like your best.

Closing workflow

Proposal, payment link, reminder, signed — one flow, no ball dropped.

Staffed properly, this is a **£46,800-a-year** hire. Built as a system, it's yours — and it's the fastest of the seven to put cash in the bank.

THE 7 WAYS · ONE SYSTEM

Seven ways. Twenty-one elements. **One machine.**

P	Promotion	Leads that come to you
R	Reputation	Trust that pre-sells
O	Offer	Charging what it's worth
F	Fulfilment	Clients kept, referrals flowing
I	Infrastructure	Sales while you sleep
T	Time	Your week back
S	Sales	Leaks turned into revenue

THE MATHS

Do it the old way, and here's the bill.

Promotion		£46,800
Reputation		£46,800
Offer		£46,800
Fulfilment		£46,800
Infrastructure		£46,800
Time		£46,800
Sales		£46,800

£327,600 — every year, before they make you a penny. And they still take weekends off.

£327,600

HERE'S THE THING

You've already started.

Your ICP, your offer, your pricing — built today. Your landing page — live this morning. Your EA — you build it tomorrow. This isn't theory you might try one day. You're four elements in.

THE SCOREBOARD

Four of twenty-one. **Seventeen to go.**

P · PROMOTION	R · REPUTATION	O · OFFER	F · FULFILMENT	I · INFRASTR.	T · TIME	S · SALES
Lead magnet	Voice guide	ICP	Onboarding	Landing page	Your EA tomorrow	Follow-up
Content engine	Social presence	Offer	Delivery	Payments & CRM	Inbox & meetings	Sales scripts
Outreach	Reviews & PR	Pricing	Referrals	Email automation	SOPs	Closing workflow

Every dimmed box is money your business isn't making yet.

THE HONEST BIT

Knowing the seven ways won't pay you. Finishing them will.

Every person in this room now has the same map. The only difference between the ones who make money with AI and the ones who just talk about it — is who finishes all seven.

WHAT IT'S REALLY ABOUT

Time freedom.
Financial freedom.
Location freedom.

Not AI for AI's sake. Seven finished areas — and a business that runs without you in every hour of it.

so...

Seven ways. Twenty-one elements. Let's talk about how you finish them.
