

A SOLO OPERATOR'S PLAYBOOK

MAKE \$150K WITH AI

How one person, the right AI tools, and a clear plan build a six-figure solo business.

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INTRODUCTION

For most of the twentieth century, you needed a firm to be a professional.

Lawyers worked at law firms. Consultants worked at consulting firms. Marketers worked at agencies. The firm existed because it had to. Someone had to hire the junior analysts who did the research. Someone had to pay the writers who drafted the reports. Someone had to fund the infrastructure that turned one senior expert's knowledge into ten billable deliverables per week.

Without that infrastructure, a single expert ran out of capacity fast. One person could only do so much.

AI has changed that equation completely.

The research that once required two junior analysts now happens in minutes with Perplexity and Claude. The report that

once required a writer and an editor now emerges from a polished AI first-draft in a fraction of the time. The workflow that once required a developer to build now gets constructed in Make.com by someone who understands the business problem rather than the code. The entire support structure that justified the firm is now available to one person for less than two hundred dollars per month in subscription costs.

This is not a minor shift. It is a category change in the economics of expertise delivery. And it creates an opportunity that, once recognized, is difficult to un-see.

One person. The right AI tools. Genuine professional expertise. A clear plan.

That combination can produce \$150,000 in annual revenue. Not as a fantasy or an exception, but as a realistic outcome for professionals who approach it with the right strategy.

This book is that strategy.

WHAT THIS BOOK IS AND IS NOT

This is not a book about prompt engineering tricks, passive income fantasies, or how to make money selling AI content to naive clients. There is no shortage of that material online, and most of it will not be useful to you twelve months from now when the tactics have evolved and the underlying approach has not changed.

This is a book about building a real business. A business with real clients, real deliverables, real recurring revenue, and real

staying power. The AI tools are infrastructure, not the product. Your expertise and judgment are the product. The tools are what allow one person with the right expertise and judgment to deliver at a scale and quality level that previously required a team.

\$150,000 is the specific revenue target throughout this book because it is the threshold at which a solo professional service business becomes truly transformative. At that level, most readers would earn significantly more than their current salary, work significantly fewer hours, and have control over their professional life that employment rarely offers. It is not a ceiling. It is a starting point for what becomes possible.

The business models in this book are not theoretical. The AI automation agency model, the content agency model, the consulting practice, the productized service, and the digital products model are all being operated today by solo practitioners who reached six and seven figures using versions of the approach described here. Real names are attached to real revenue figures throughout this book. The \$150K target is not aspirational math. It is documented performance.

HOW TO READ THIS BOOK

Here is what each part covers at a glance.

Part	Chapters	What You Will Learn
Part One	1-2	Why this moment is different; your freedom number, risk ladder, and the three financial signals that mean you are ready
Part Two	3-7	Five complete AI-powered business models, each with the revenue math, required toolkit, and client acquisition playbook
Part Three	8-9	Landing your first three clients with outreach scripts and proof assets; the full AI toolkit for under \$200 per month
Part Four	10-11	When and how to go full-time; the systems, pricing discipline, and calendar structure that keep the business healthy in year two

Read the book through once. Then go back to the chapter most relevant to your next immediate decision and use it as a working guide.

The only thing this book cannot do is take the first action for you. It can give you the plan, the frameworks, the scripts, and the proof that the model works. The rest is yours to do. And the first step, whether it is sending the first outreach message, setting up a Make.com account, or simply writing down your freedom number, is the most important one.

Let's get to it.