

PELLEX 0?1 AI SIDE-BUSINESS MAP

A 10+ page beginner-safe education guide for turning one narrow business pain into a tiny AI-assisted digital product. This is not a get-rich-quick playbook. It is a practical route to ship one useful free asset, validate demand, and package a small paid ?shovel? that helps a real buyer finish an annoying task faster.

Page 1 ? The Core Idea: Sell Relief, Not AI

Most beginners start with ?I want to build an AI tool.? Buyers do not wake up wanting an AI tool. They want fewer missed enquiries, faster replies, fewer no-shows, less admin, cleaner handoffs, better proposals, or a simple way to avoid repeating the same work every week.

Your first product should be small enough to ship in a weekend and useful enough that a stranger can feel the benefit in one sitting. Think of it as a shovel: not a whole construction company, just the exact tool that helps someone dig one hole.

The map is: pick one repeated pain, publish one free asset that solves part of it, sell a low-priced kit that solves the next step, then improve only from real feedback.

Page 2 ? Choose A Buyer You Can Actually Reach

A good buyer group has three traits. First, they already feel the pain every week. Second, the pain has a visible cost: lost leads, wasted time, delayed payment, lower trust, or missed appointments. Third, you can find at least 20 of them without paid ads.

Good first buyers include cleaning companies, tutors, salons, clinics, photographers, freelancers, local service providers, creators with small audiences, coaches, property managers, and B2B consultants.

Avoid broad categories such as ?small businesses? or ?creators?. Narrow it to ?solo cleaning owners who send quotes by WhatsApp? or ?math tutors who reply to parents on weekends?. Specific beats clever.

Page 3 ? Score The Pain Before Building

Score each idea from 1 to 5 on four questions:

- Frequency: does the pain happen weekly or daily?
- Cost: does ignoring it lose money, time, trust, or bookings?
- Speed: can your asset help within 10 minutes?
- Reach: can you find 20 buyers today?

Pick ideas scoring 16 or more out of 20. If an idea is interesting but the buyer is hard to reach, save it for later. Your first win should reduce uncertainty, not create a research project.

Example: cleaning quote follow-up scores high because quotes are frequent, lost jobs are expensive, messages can help immediately, and businesses are easy to find online.

Page 4 ? Write The Positioning Sentence

Use this sentence before creating anything:

I help [specific role] do [painful repeated task] faster, without [thing they hate].

Examples:

- I help cleaning owners follow up after quotes faster, without writing every message from scratch.
- I help tutors reply to parent enquiries faster, without sounding robotic.
- I help salon owners recover no-shows faster, without hiring a receptionist.
- I help freelancers follow up proposals faster, without feeling pushy.

If the sentence sounds vague, the product will become vague. Keep tightening until one buyer immediately understands it.

Page 5 ? Publish One Free Useful Page

The free asset should solve 20-40% of the pain. It must be useful even if the visitor never buys. This creates trust and proves that you understand the workflow.

Best free asset formats:

- A copy/paste message set
- A calculator for missed revenue or time saved
- A scorecard to grade a workflow
- A checklist for completing one task
- A teardown of a real example

Do not hide everything. Give one real win for free. The paid product should make the result faster, more complete, or easier to adapt.

Page 6 ? Free Page Template

Use this structure:

1. Pain-specific title: ?5 Follow-up Messages For Cleaning Quotes?.
2. One-line promise: ?Recover more jobs without writing from scratch.?
3. Quick diagnosis: explain why the pain happens.
4. The usable asset: templates, checklist, or calculator.
5. How to use it today: simple steps.
6. Common mistakes: what to avoid.
7. Soft CTA: offer the paid kit for variants, tracker, and setup.

A free page is not a blog post. It is a mini-tool. Remove anything that does not help the reader act immediately.

Page 7 ? Design The \$9 Paid Shovel

A \$9 product should feel instantly usable. It does not need video, community, or a huge course. It needs finished assets.

Include:

- 8?15 templates or scripts
- A start-here guide
- Filled examples, not only blanks
- A checklist for using the kit
- A tracker or calculator
- A short setup guide for delivery or automation
- A refund promise

The buyer should think: ?Even if I only use two of these, it saved me more than \$9.?

Page 8 ? Validate Before Building Software

Validation does not mean asking friends if an idea is good. It means observing whether buyers click, reply, save, share, or pay.

Use this ladder:

1. Send helpful comments or DMs with the free asset.
2. Track replies and objections.
3. Offer the \$9 kit when the free asset clearly matches the pain.
4. If nobody clicks, change the headline or niche.
5. If people click but do not buy, improve proof, examples, or offer clarity.

Do not build custom software until someone has shown demand for the workflow.

Page 9 ? First 20 Distribution Targets

List 20 places where the buyer already exists. Examples: Google Maps listings, Instagram profiles, Facebook groups, Reddit threads, LinkedIn searches, industry directories, local forums, YouTube comments, WhatsApp communities, and referral partners.

Your message should be helpful, not spammy:

?Noticed many [role] lose time on [task]. I made a free [template/checklist] you can copy if useful: [link]. No pitch ? hope it saves you a few minutes.?

Send slowly, personalize lightly, and track every response.

Page 10 ? Weekend Build Plan

Friday night: choose one buyer, score three pains, write the positioning sentence.

Saturday morning: create the free page with one usable asset and a clear CTA.

Saturday afternoon: package the \$9 shovel with templates, examples, tracker, and setup guide.

Sunday morning: add checkout and delivery. Use simple tools: Stripe Payment Link, Gumroad, Lemon Squeezy, Google Drive, Notion, or static ZIP.

Sunday afternoon: send the free asset to 20 relevant people and record every reaction.

Page 11 ? What To Measure

Measure tiny signals:

- Visitors to the free page
- Email unlock rate
- CTA click rate
- Checkout click rate
- Purchase rate
- Replies and objections
- Refunds or support questions

Good early signals are not always sales. A stranger replying ?Can you make this for dentists?? or ?Do you have a version for WhatsApp?? is useful. Those replies tell you how to improve the paid kit.

Page 12 ? Your 0?1 Worksheet

Buyer group:

Repeated pain:

Cost of the pain:

Where buyers are reachable:

Positioning sentence:

Free asset title:

Free asset format:

Paid shovel title:

Paid deliverables:

First 20 distribution targets:

Three objections you expect:

One improvement you will make after feedback:

Final rule: ship the smallest useful version, then improve from real buyer behaviour.

Page 13 ? Worked Example: Cleaning Quote Follow-up

Buyer: solo or small-team cleaning company owner. Pain: quotes are sent, then forgotten.

Cost: one missed job can be worth \$150-\$800 depending on the job type.

Free asset: 5 polite follow-up messages to send after a cleaning quote. The free page gives the owner messages for day 0, day 1, day 3, day 5, and day 7. They can copy the messages into WhatsApp, SMS, or email immediately.

Paid shovel: a \$9 kit with follow-up variants for residential, office, end-of-tenancy, Airbnb turnover, and deep clean enquiries. It also includes a quote tracker CSV, a simple ROI calculator, and prompts to customize messages for the owner's tone.

Why a buyer pays: they are not paying for words. They are paying to avoid losing warm leads because they were too busy to follow up.

Page 14 ? Worked Example: Tutor Parent Enquiries

Buyer: independent tutor. Pain: parents enquire on weekends, ask similar questions, then disappear if the tutor replies too slowly or vaguely. Cost: one lost student can be worth hundreds per month.

Free asset: ?Weekend parent enquiry reply template.? It helps the tutor answer availability, subject fit, and trial lesson next steps in one message.

Paid shovel: a \$9 pack with replies for price questions, exam anxiety, schedule conflicts, trial lesson booking, placement task delivery, and gentle follow-up. Include versions for primary school, secondary school, and exam prep.

Why a buyer pays: the tutor can recover one trial lesson or save a stressful hour of writing. A tiny template pack is cheaper than losing one student.

Page 15 ? What Makes A Tiny Product Feel Premium

A small product feels valuable when it is specific, complete, and easy to apply. A buyer should not have to think, ?Now what?? after opening it.

Add value with specificity: name the exact buyer and scenario. ?Client follow-up scripts? is generic. ?Cleaning quote follow-up messages for WhatsApp after an in-home estimate? is specific.

Add value with examples: include a blank template and a filled example. Buyers trust examples because they show judgement.

Add value with sequence: tell the buyer when to use each asset. A day-by-day follow-up sequence feels more useful than a random list of messages.

Add value with measurement: add a tracker, calculator, or checklist so the buyer can see progress.

Page 16 ? How To Use AI Without Sounding Like AI

AI is useful for generating variations, but the final product should sound like a real person who understands the buyer's context.

Use AI for first drafts, not final judgement. Ask it for five variants, then remove generic phrases like ?I hope this message finds you well?, ?game-changer?, ?unlock?, ?leverage?, and ?seamless?. Replace them with concrete details from the niche.

A good prompt includes role, customer, channel, timing, tone, and next step. Example: ?Write five WhatsApp follow-up messages for a cleaning company after sending a quote. Tone: polite, clear, not pushy. Include placeholders and one yes/no next step.?

The best template feels boring and useful. Boring is fine. Buyers pay for relief, not cleverness.

Page 17 ? Troubleshooting If Nobody Buys

If nobody visits, the issue is distribution. Send the free asset to more relevant buyers or choose a channel where the buyer already exists.

If people visit but do not click the paid CTA, the free asset may not create enough trust or the paid offer may be unclear. Add screenshots, examples, and a stronger ?what you get? list.

If people click checkout but do not buy, improve the price justification. Explain the cost of the pain, show what is included, add a refund line, and preview one or two assets.

If people reply with ?Can this work for my niche??. that is a good sign. Add niche-specific variants and update the product page.

Page 18 ? Final Build Worksheet

Use this as your one-page launch plan.

Buyer I can reach today:

Pain they already know they have:

Cost of ignoring it:

Free asset headline:

Free asset contents:

Paid kit headline:

Paid kit contents:

Why it is worth at least \$9:

First 20 people or places to share it:

Metric I will check first:

Objection I expect:

Improvement I will make if that objection appears twice:

Ship first. Improve from behaviour. Do not hide behind building a bigger product before one stranger reacts.