

THE STEP-BY-STEP GUIDE

How to Become a Paid AI Coach

Without a Tech Degree — and Get Paid \$500 a Session After Just 5 Lessons

“Learn AI Skills. Get Paid to Teach Them. Or Become So Valuable Employers Don't Want to Let You Go.”

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Teacher to CEO · Zero to AI Builder

THE BIG PICTURE

Why This Moment Is Different

*78% of organizations now use AI in at least one business function — and almost none of them have enough people who can teach others how to use it well. **That gap is your opportunity.***

You don't need to be a software engineer. You don't need to know how AI works under the hood. What you need is to know how to *use* AI well — and be willing to teach others what you've learned.

The gap between people who use AI confidently and people who are still confused by it is exactly where your earning opportunity lives. Right now, that gap is enormous — and growing.

WHAT'S INSIDE THIS GUIDE

- Phase 1 — Build Your Foundation (Steps 1–3)
- Phase 2 — Build Your Offer (Steps 4–6)
- Phase 3 — Get Your First Clients (Steps 7–9)
- Phase 4 — Grow Your Practice (Steps 10–12)
- Phase 5 — Scale Your Impact (Steps 13–15)
- Your 30-Day Launch Checklist

PHASE 1 — BUILD YOUR FOUNDATION · Steps 1–3

Before you charge anyone, get clear and get credible.

Step 1 — Take the Course Built for This

You don't need to hunt for certifications across the internet. Everything you need to build real AI fluency — and the confidence to teach it — is already at Zero to AI Builder. Start here, apply what you learn, then get paid to teach it.

*The path is simple: **Take the course** ■ **Apply the skills** ■ **Teach others** ■ **Get paid**.*

- **Start Free — AI Fundamentals Mini-Course** Five plain-English lessons for educators new to AI. Build your first prompt, get your first win, and see exactly what's possible. *Free at zero-to-ai-builder-com.netlify.app*
- **Teacher to Facilitator** (“Just \$47”) The 5-lesson course that builds the human + AI skillset that makes you irreplaceable — and future-proofs your career and income. This is the foundation of your coaching offer.
- **Teacher to CEO** (“Just \$47”) The flagship workshop. Build your own AI Twin, turn your skills into income, and go all the way from classroom to coaching practice — with AI doing the heavy lifting. *This is the course you'll eventually teach others to take.*

Step 2 — Build Real Fluency (Not Just Theory)

You need to demonstrate AI tools live — not just talk about them. The fastest way: use AI every day for 30 days for something you'd normally do manually.

- Use ChatGPT, Claude, or Gemini for real work daily (writing, planning, summarizing)
- Practice building prompts that get reliable results — document your best ones
- Learn one AI tool specific to your niche: teachers → Magic School AI or Diffit; professionals → Copilot or Jasper

Step 3 — Define Your Niche

The riches are in the niches. Pick one audience and one pain point — and speak only to them. You can always expand later.

Example niche statement: *“I help K–12 teachers use AI to cut lesson planning time in half — without losing their voice or their judgment.”*

Audience options: K–12 teachers · Higher ed faculty · School admins · Small business owners · Corporate teams · Parents and adult learners

Pain point options: “I don’t know where to start” · “I’m afraid AI will replace me” · “I use it but don’t trust the output” · “I want to save time but don’t have time to learn”

PHASE 2 — BUILD YOUR OFFER · Steps 4–6

What, exactly, are you selling?

Step 4 — Choose Your Format

You don't have to do all of these. Pick the one that fits your life right now.

Format	Best For	Starting Rate
1-on-1 coaching	Individuals who want hands-on help	\$75–\$150/hr
Group workshop (2–3 hrs)	Schools, districts, businesses	\$500–\$2,000/session
Online course (self-paced)	Scalable, passive revenue	\$47–\$297/course
Monthly membership	Ongoing support + accountability	\$47–\$197/month
Done-for-you consulting	Organizations that want it built	\$500–\$5,000/project

Step 5 — Build Your Starter Offer

Before you build a full course, build one thing you can deliver and get paid for *this week*.

“I’ll show [your niche] how to [specific outcome] using AI — in [time frame] — so they can [benefit].”

Example: *“I’ll show teachers how to build a full week of lesson plans using AI in 90 minutes — so they can reclaim their weekends.”*

Price it at \$47–\$97 to start. Deliver it live over Zoom. Ask for a testimonial immediately after.

Step 6 — Create a Free Lead Magnet

One free resource that shows people you know what you’re talking about — before they pay you anything.

- “10 AI Prompts Every Teacher Should Know”
- “The 5-Minute AI Workflow for Busy Professionals”
- “How to Talk to AI: A Beginner’s Cheat Sheet”

Give it away, collect emails, start relationships.

PHASE 3 — GET YOUR FIRST CLIENTS · Steps 7–9

The fastest path is always through people who already know you.

Step 7 — Tell 10 People This Week

Before you build a website, a funnel, or a social media strategy — tell 10 people what you're doing. Former colleagues, school connections, Facebook groups, LinkedIn, church, community groups.

"I've been learning a lot about AI and how educators can use it without the overwhelm. I'm offering a free 30-minute session to a few people to help them get started. Would you be interested, or do you know someone who would?"

Step 8 — Run Your First Workshop Free

Run your first session free for a warm audience — a staff meeting, a Facebook group, a book club. Your goal is not money yet. Your goal is testimonials, confidence in your delivery, and real feedback.

Step 9 — Pitch One School, District, or Business

Professional development is a known budget line for schools and companies. They *pay* for this.

Contact the instructional coach, curriculum director, or HR department. Offer a 1-hour intro session at \$150–\$300. Bring a one-page overview: topic, credentials, outcomes.

One district PD session can pay more than 10 individual tutoring sessions.

PHASE 4 — GROW YOUR PRACTICE · Steps 10–12

Step 10 — Collect and Use Testimonials

“Would you be willing to write two or three sentences about what you found most valuable?” Ask this at the end of every session.

Post them on your website, LinkedIn, in proposals, and in your email signature. Testimonials are your most powerful marketing tool — and they cost nothing.

Step 11 — Build a Simple Online Presence

You need: a landing page (Notion, Carrd, or Netlify), a way to collect emails, a way to get paid (Stripe, PayPal, or Gumroad), and your lead magnet from Step 6.

Step 12 — Package Your Offer and Raise Your Prices

After 5–10 paid sessions, you have testimonials, a refined delivery, and confidence. Now raise your price 25–50%. Package your offer into a series, a school-wide training, or a course.

PHASE 5 — SCALE YOUR IMPACT · Steps 13–15

Step 13 — Build a Course or Workshop Series

Take your best live content and record it. 5 short videos + a workbook = a \$47–\$97 mini-course that sells while you sleep.

Step 14 — Apply for Speaking and PD Opportunities

State and national education conferences (ISTE, ASCD) · Corporate L&D teams · Library systems · Community colleges and adult education programs. They all pay for speakers who can make AI accessible.

Step 15 — Build Your AI Twin and Automate Your Marketing

Build an AI Twin that helps you create content, answer FAQs, and show up consistently — even on weeks you're tired. You already have the tools.

YOUR LAUNCH PLAN

30-Day AI Coach Launch Checklist

- Complete one AI certification
- Write your niche statement (1–2 sentences)
- Build your starter offer
- Create one free resource (lead magnet)
- Tell 10 people what you're doing
- Book and deliver your first session (free or paid)
- Collect at least 2 testimonials
- Set up a simple way to get paid online
- Post about what you're doing on LinkedIn or social media once a week
- Book your second session before the first one ends

The world doesn't need more people who know about AI.

It needs more people who can teach others how to use it wisely, confidently, and on their own terms.

You already have the teaching skills. You already have the credibility. The only thing standing between you and your first paid session is the decision to start.

So start.

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READY TO BUILD YOUR AI COACHING PRACTICE?

Everything you need is already at Zero to AI Builder

5 course series · lesson videos · workbooks · field journals · done-for-you tools. Built for educators and leaders who are ready to lead in the AI age.

**GET STARTED FOR FREE
TODAY →**

<https://zero-to-ai-builder-com.netlify.app/>