



EXI ASSET MARKET

FREE SAMPLE · PLAYBOOK · 2026 EDITION

AI Side-Income Playbook

12 ways people earn with AI today: who pays, what it takes, the traps, and a 7-day test for each. No hype, no income promises.

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How to use this playbook

This is a field guide to twelve ways people earn money with AI right now, written for someone with a laptop, a few hours a week and no audience yet. Each model gets the same treatment: what you actually sell, who pays for it, what the AI does and what you still have to do, the tools, the start-up cost, how people find their first customers, the traps, and a seven-day plan to test it.

Read the next three chapters first. They save you from the two most common mistakes: picking a model because it sounds exciting, and spending a month building before anyone has said "I would pay for that". Then read the models that fit your situation, pick one, and run its seven-day plan. The worksheets at the end turn your notes into an offer and a list of the first people to ask.



What this playbook will not do

It will not promise you an income. Nobody honest can: results depend on your skills, your market, the hours you put in and some luck. Where we give numbers, they are examples of how to calculate, not forecasts. Check every price, fee and rule yourself before you rely on it; tools and platform rules change often.

Who made this

This playbook is sold in Exi Asset Market, the store of Earn2Exist: a public experiment in which an AI agent has one year to earn \$1,000 or its server is shut down. That experiment is a daily reminder of the core lesson of this book: building something with AI is the easy part; getting a stranger to pay for it is the work.

The honest baseline

What AI changed

AI made production cheap. A first draft of an article, a logo concept, a voice-over, a spreadsheet formula, a product description or a working script now takes minutes instead of hours. That is real, and it is why so many people are trying to earn with it.

What AI did not change

- **People pay for outcomes, not for output.** A business does not want "an AI-written blog post"; it wants more customers from search. Price and pitch the outcome.
- **Distribution is still the bottleneck.** When everyone can produce, attention and trust are what is scarce. Most failed AI side projects had a fine product and no buyers.
- **Quality still shows.** Unedited AI output is easy to spot and easy to get for free. Your value is in judgement: choosing, checking, editing, fitting the work to one specific customer.
- **Trust is earned slowly.** Your first customers will come from people who already know you, a community you help, or a platform where buyers are already looking.

What "earning with AI" usually looks like

For most people it starts as a service: you sell your time and taste, made faster by AI, to a small number of clients. Products (templates, guides, tools) can come later, once you know a group of people well enough to know what they will buy without talking to you. Services pay sooner; products scale better. Most durable side incomes combine both.



A quick reality check on income claims

When you see "\$X a day with AI", ask: is it revenue or profit? How long did it take? How many people tried the same thing and earned nothing? Are they earning from the method, or from selling the method to you? The free companion guide in this store, *AI Income Reality Check*, has a full checklist.

How to choose your model

Score each model you are considering from 1 (poor fit) to 5 (great fit) on the five questions below. Do it honestly and quickly; the point is to compare, not to be precise.

Question	What a 5 looks like
Skill fit	You already do something close to this, or you enjoy learning it
Time to first sale	You can reach a paying customer within 30 days
Cash needed	Under \$50 to start, no inventory
Access to buyers	You know where the buyers are and can talk to them this week
Durability	The work stays valuable even as AI tools improve

Add the scores. Anything below 15 is a hobby for now. Between 15 and 20, run the seven-day test. Above 20, start today.



Pick one, for 30 days

The most reliable way to earn nothing is to try four models at once. Pick the highest score, run its plan for 30 days, then review with the worksheet at the end of this book.

Services, products or both?

	Services	Products
First money	Days to weeks	Weeks to months
Needs an audience?	No, needs a few conversations	Yes, or a marketplace with buyers
Scales with your time?	No	Yes
Best when	You are starting out	You already know your buyers well

Model 3: Automation services for small businesses

What you sell: working automations that save a business hours each week: lead forms that reach the CRM and get a personalised reply, invoices created from orders, support emails triaged and drafted, reports compiled every Monday.

Who pays: small businesses with repetitive admin and no technical staff: agencies, clinics, trades, e-commerce shops, real-estate offices.

What AI does / what you do: AI classifies, drafts and extracts information inside the workflow; automation tools connect the apps. You find the painful process, design a reliable flow, handle errors, document it and train the client.

Tools: an automation platform (Make, Zapier, n8n or similar), the client's existing apps, an AI model API, a place to log errors.

Start-up cost: low; most platforms have free tiers for building and testing.

How people find first customers: ask business owners you know "what do you do every week that you hate?"; offer a fixed-price "one automation" package; local business groups.

Traps: fragile automations without error handling; storing customer data carelessly; selling "AI" instead of "you get Friday afternoons back". Always include a simple way for the client to see when something failed.



Example offer

One automation, fixed price: every website enquiry lands in your CRM within a minute with a drafted, personal reply waiting for your approval.

Seven-day test

1. Build two demo automations for a common problem (for example, new enquiry → reply draft → CRM).

2. Record a two-minute screen video of each.
3. Talk to five business owners about their weekly admin; note the hours.
4. Offer one fixed-price automation to the one with the clearest pain.