WEALTHEDGES FIELD GUIDE

Your First $1,000 With AI

A practical 30-day plan for choosing one buyer, packaging one useful result, finding customers, and delivering responsibly.

10	FIELD SHEETS
30	DAYS
1	FOCUSED OFFER

By Will Hyland, Founder and Publisher
Reviewed by the WealthEdges Research Desk
September 2026

Educational material only. No earnings are promised or typical. Outcomes depend on market, skill, sales, execution, costs, and responsible delivery.

FIELD SHEET 02

Use the $1,000 target correctly

The target is a forcing function, not a guarantee. It encourages a small offer, a reachable buyer, and a short feedback loop before you invest in a brand, product, or automation system.

THE FOUR RULES

- Sell a result, not access to an AI tool.
- Use AI to accelerate bounded work; keep human review where mistakes matter.
- Ask for payment before expanding the workflow.
- Document evidence, costs, corrections, and objections from day one.

What counts as evidence

Strong evidence includes a specific interview about a recent problem, a request for a proposal, a paid pilot, repeat work, or a measurable improvement. Likes, compliments, and generic enthusiasm are weak signals.

> **Do not optimize for the appearance of a business. Optimize for a buyer saying yes to a defined result.**

FIELD SHEET 03

Choose one buyer and one costly problem

Start with a person you can reach and a workflow you can observe. The best early market is usually closer than the biggest market.

BUYER	REPEATED PROBLEM	VISIBLE SIGNAL
Local service owner	Slow inquiry follow-up	Missed calls, delayed quotes
Consultant or educator	Unused long-form content	Webinars with no clips
Small professional team	Scattered answers and SOPs	Repeated internal questions
Founder or agency	Decision research takes too long	Launch delayed by uncertainty

Complete this sentence

> **I help [specific buyer] reduce [costly friction] by delivering [inspectable result] within [clear time period].**

Reject the market if you cannot identify five potential buyers by name, the problem has no owner, or the consequence is too small to justify a purchase.

FIELD SHEET 04

Score the offer before you build it

Use this scorecard to compare ideas. Score each factor from 0 to 2. Test offers scoring 8 or more; revise or reject the rest.

FACTOR	0	1	2
Frequency	Rare	Monthly	Weekly or daily
Consequence	Annoying	Noticeable	Costs money, time, or trust
Reach	Unknown buyer	Buyer known	Five buyers reachable now
Delivery	Unclear	Possible	Seven-day result
Proof	Subjective	Observable	Measurable before and after
Risk	High	Manageable	Low and reversible

YOUR SCORE: ____ / 12

Do not inflate a score because you like the idea. Add a note beside every number explaining the evidence behind it.

FIELD SHEET 05

Run five buyer conversations

Interview recent behavior. Do not ask whether someone might buy a hypothetical product.

ASK THESE QUESTIONS

- Tell me about the last time this problem happened.
- What triggered it and who became involved?
- What did you do next, and how long did it take?
- Where did the process fail or require rework?
- What happens when it is delayed or wrong?
- What have you already tried or paid for?
- Who owns the result and who approves a purchase?
- If one part improved next week, which part would matter most?

Interview ledger

Buyer	Last incident	Current workaround	Consequence	Next step

FIELD SHEET 06

Package a seven-day result

A first offer should be easy to understand, inspect, deliver, and stop. Scope the outcome, inputs, exclusions, deadline, review process, and price.

OFFER BLUEPRINT

Buyer	______________________________
Problem	______________________________
Deliverable	______________________________
Inputs required	______________________________
Excluded	______________________________
Delivery date	______________________________
Pilot price	$______________________________
Success measure	______________________________

Example

For one local service business, I will audit one week of inquiries, map the response workflow, and deliver a tested follow-up prototype plus a baseline report within seven days. The pilot excludes automatic customer commitments and production-system changes.

FIELD SHEET 07

Reach out like a human

Use specific, permission-based messages. Your goal is a conversation or a small paid test, not a mass sequence.

WARM INTRODUCTION

> **I am researching how [buyer type] handles [specific problem]. You came to mind because [honest reason]. Could I ask you five questions about the last time it happened? I am not selling software on the call.**

DIRECT OUTREACH

> **I noticed [specific, public signal]. I am testing a small service that delivers [result] for [buyer type] within [time]. I made a short sample using only public information. Would it be useful if I sent it?**

PAID PILOT FOLLOW-UP

> **Based on what you described, I would propose a seven-day pilot covering [scope]. You would receive [deliverables]. We would keep [risk] under human review and measure [metric]. The fixed pilot fee is $____. If the scope is wrong, I would rather revise it now than overpromise.**

Stop after a respectful follow-up. Do not scrape personal addresses, hide your identity, invent urgency, or imply a relationship that does not exist.

FIELD SHEET 08

Deliver with controls

The client is paying for a dependable result. AI is one part of the workflow, not an excuse for errors, exposure, or missing ownership.

DELIVERY CHECKLIST

- Written scope, inputs, deadline, and acceptance criteria
- Client permission for every system and data source used
- Approved tools for confidential or personal information
- Human review of claims, outputs, and customer-facing actions
- Versioned files and a record of sources and changes
- Exception log, correction path, and shutdown step
- Clear handoff: ownership, access, costs, maintenance, and limitations

Before delivery

- Re-open every source supporting a material claim.
- Test edge cases and intentionally bad inputs.
- Remove secrets and unnecessary personal data.
- Ask another person to follow the instructions without you.
- State what the work does not prove or guarantee.

Trust compounds when the buyer can inspect, correct, and stop the system.

FIELD SHEET 09

Know the unit economics

Revenue is not profit, and an automated step is not free. Track your real labor, tool cost, revisions, acquisition time, and support.

PILOT ECONOMICS	
Price collected	$________________
Direct tool and data cost	- $________________
Delivery hours x target hourly value	- $________________
Sales and admin hours x target hourly value	- $________________
Revision or rework cost	- $________________
Estimated contribution	= $________________

The path to $1,000

- One $1,000 project
- Two $500 pilots
- Four $250 starter packages
- A $400 setup plus three $200 monthly clients

Choose the structure the buyer can understand and you can deliver profitably. Do not split work into smaller invoices merely to make the arithmetic look easier.

FIELD SHEET 10

Run the 30-day sprint

Keep the month narrow. The goal is a paid, learnable workflow - not a finished company.

DAYS	FOCUS	EXIT CRITERIA
1-3	Choose one buyer and problem. List ten reachable people.	One sentence offer thesis
4-10	Run five interviews and score the evidence.	Five completed ledgers
11-14	Create one sample and fixed pilot scope.	Inspectable sample + price
15-21	Send ten specific messages and hold calls.	Proposal, objection, or rejection data
22-28	Deliver the paid pilot with controls.	Accepted result + measured outcome
29-30	Review economics and decide: repeat, revise, or stop.	Written next decision

FINAL DECISION

Repeat if a buyer paid, the result mattered, and delivery can improve. Revise if the problem is real but the offer, price, or buyer is wrong. Stop if nobody owns the pain, risks exceed your controls, or the economics remain weak.

Find your edge. Build your evidence. Earn the right to automate.