

Free AI Business Starter Kit

Everything you need to start your AI business this week.
No cost. No fluff. No wasted time.

What's Inside

- 01 Free AI Tool Stack Guide** 6 tools · All free · Setup in 30 minutes
- 02 The Monday System Walkthrough** Setup workflow · 45 mins · Full week of content
- 03 10 Plug-and-Play AI Prompts** Copy. Paste. Edit brackets. Hit Enter.
- 04 30-Day Content Calendar** Every day planned · 4 weekly themes · Ready to go
- 05 Affiliate Income Setup Guide** 6 programmes · Step-by-step setup · First income

The Free AI Tool Stack

Everything AJ uses every week — all free to start.

You don't need to spend hundreds on software to run a professional AI-powered business. Every tool below has a free tier that's powerful enough to get you started and earning before you ever spend a penny.

■ Claude AI

claude.ai

FREE TIER

Your Content Brain — The most important tool in the stack. Claude writes blog posts, TikTok scripts, email sequences, YouTube scripts, social captions, and strategic plans. AJ uses it every single Monday morning to brief the entire week's content. The free tier handles everything you need to start.

- Sign up at claude.ai — takes 2 minutes
- Create your first content brief using the template in [Guide 03](#)
- Bookmark it. You'll open it every Monday.

■ ElevenLabs

elevenlabs.io

FREE TIER

AI Voiceovers — Turn any script into professional-quality audio in 30 seconds. Perfect for YouTube videos, TikTok voiceovers, and podcast content without ever recording yourself. The free tier gives you 10,000 characters per month — that's roughly 10 short videos.

- Sign up at elevenlabs.io
- Choose a voice that matches your brand tone
- Paste your Claude-written script → download the audio

■ Canva AI

canva.com

FREE FOREVER

Visual Content — Every graphic, thumbnail, carousel slide, and social banner. Canva's AI suggests layouts, generates images, and maintains brand consistency. AJ creates all AIXcel visuals in Canva. The free tier includes everything: templates, brand colours, and AI image generation.

- Sign up at canva.com
- Set your brand colours: #00f5c4 (mint) and your own palette
- Create a Brand Kit so every design stays consistent

■ Buffer

buffer.com

FREE FOREVER

Social Scheduling — Schedule posts across TikTok, Instagram, LinkedIn, YouTube Shorts, and Pinterest from one dashboard. Buffer posts automatically at the best times. Free plan covers 3 channels and 10 scheduled posts per channel — more than enough to start.

- Sign up at buffer.com — connect your social accounts
- Schedule your entire week every Monday after creating content
- Use the analytics tab to see what performs — double down on it

■ Kit (ConvertKit)

kit.com

FREE TO 10,000

Email List Builder — Your most valuable asset. Kit manages your subscriber list, sends automated welcome sequences, and delivers your weekly newsletter. Free up to 10,000 subscribers. AJ sends every newsletter through Kit. Start building your list from day 1 — it compounds faster than any social platform.

- Sign up at kit.com — free account, no card needed
- Create a simple landing page: 'Get AJ's Free AI Toolkit'
- Set up a 3-email welcome sequence (template in Guide 03)

■ Gumroad

gumroad.com

FREE (8% FEE)

Digital Product Sales — Sell eBooks, prompt packs, templates, and mini-courses with zero monthly fees. Gumroad takes 8% of each sale (no sale = no cost). AJ recommends starting with a \$27 AI prompt pack as your first product. Set it up once, sell forever.

- Sign up at gumroad.com — takes 5 minutes
- Create your first product: an AI prompt pack (\$27 is the sweet spot)
- Add your Gumroad link to your Linktree and every bio

The Monday System

45 minutes every Monday. A full week of content. Done.

This is the core of everything AJ teaches. Before this system, most business owners spend 15+ hours a week on content — and still post inconsistently. After this system, 45 minutes on Monday handles everything. Here is the exact workflow, step by step.

45 Minutes

Total time investment every week

STEP 1

Brief Your AI

9:00 – 9:05am

Open Claude at claude.ai. This is your 5-minute brief. Copy and paste this exact prompt structure:

COPY THIS PROMPT →

[Open Claude → paste this → fill in your brackets → hit Enter]

- Fill in [your audience] and [this week's topic] — takes 2 minutes
- Run the prompt — Claude delivers everything in under 60 seconds
- Save the output in a Google Doc titled with the week's date

STEP 2

Review & Personalise

9:05 – 9:25am

Claude gives you 90% of the work. Your job is the final 10% — the human layer that makes it yours and makes it convert.

- Read through all 7 posts — do they sound like you? Adjust any that don't
- Add ONE personal detail to each post: a specific number from your week, a client win, a mistake you made, or a contrarian opinion only you would have
- Change at least one sentence in the email subject line — Claude's first draft is rarely the best headline
- Highlight your 2 best posts — these go out on Tuesday and Thursday (peak days)
- Save everything in your Google Doc. You'll copy from here into Buffer.

STEP 3

Create Visuals in Canva AI

9:25 – 9:40am

Open canva.com. You need branded visuals for carousels, thumbnails, and story graphics. This takes 15 minutes because you're working from templates.

- Open your saved Canva Brand Kit (set this up once in week 1 — saves hours every week after)
- For each social post that needs a visual, duplicate your template and change the text
- For the blog post: create one featured image using Canva's AI image generator — describe what you want
- For the email: create a simple header graphic (your logo + that week's theme)
- Export all visuals as PNG — create a folder named with the week's date

STEP 4

Schedule in Buffer

9:40 – 9:45am

Open buffer.com. You're scheduling your entire week in 5 minutes. Buffer handles the rest automatically.

- Connect: TikTok, Instagram, LinkedIn, YouTube Shorts (4 channels on free plan)
- Schedule your 7 posts across the week — Buffer suggests optimal posting times
- Attach the corresponding Canva visual to each post
- Set the newsletter to send Thursday morning (highest open rates)
- Hit 'Schedule All' — your week is done

Pro Tips & Common Mistakes

Read these before your first Monday session.

✓ DO: Batch everything on Monday

Resist the urge to create content on the day you post it. Monday batching is what makes this system sustainable. If you miss Monday, do it Tuesday — but always batch the full week at once.

✓ DO: Keep a 'content swipe file'

When you see a post that performs well — from anyone in any niche — screenshot it and add it to a Google Doc called 'Swipe File'. When briefing Claude, paste 2-3 swipe examples and say 'write in a similar style to these'.

✓ DO: Post even if it's not perfect

AJ's rule: a published 7/10 post beats an unpublished 10/10 post every time. The algorithm rewards consistency above all else. Post imperfectly and improve week by week.

✗ DON'T: Edit Claude's output for more than 20 minutes

If you're spending more than 20 minutes editing, your brief wasn't specific enough. Go back to the brief template, add more detail about your audience and tone, and re-run it. Better input = better output.

✗ DON'T: Skip the personalisation step

The single biggest mistake beginners make is posting Claude's raw output without adding their own voice. One personal sentence per post is what separates content that converts from content that just exists.

✗ DON'T: Post to every platform from day one

Start with ONE platform. Master it. Get consistent. Add a second platform in month 2. Adding too many platforms too early is how people burn out and quit in week 3.

Your Week 1 Monday Brief Topic

Use this exact topic for your very first session:

"5 AI tools that every business owner needs in 2026 (all free)"

High search volume · Easy to write · Sets up your affiliate links naturally

10 Plug-and-Play AI Prompts

Copy. Paste. Edit your [brackets]. Hit Enter. Done.

These 10 prompts are the ones AJ uses every single week. Each one is battle-tested across 2,400+ business owners in dozens of niches. Fill in the [brackets] with your details — everything else is ready to go.

CONTENT CREATION

The Weekly Content Brief

COPY THIS PROMPT →

You are a content strategist for [your niche] business called [your brand name].
My target audience: [describe — e.g. "small business owners aged 30-55 who are overwhelmed with social me
This week's main topic: [topic]
Content voice: [e.g. "practical, direct, no fluff — like a knowledgeable friend"]

Create:

- 7 social media posts (2 TikTok scripts, 2 LinkedIn posts, 2 Instagram captions, 1 Twitter/X thread)
- 1 weekly email newsletter with subject line options (give me 3 subject line variations)
- 1 blog post outline with 8 H2 headings and bullet points under each

Every piece should end with a CTA to [your offer — e.g. "download my free AI toolkit at aixcel.net"]

■ When to use: Use every Monday morning. Change the topic each week. This single prompt produces your entire week of content.

CONTENT CREATION

The TikTok Hook Generator

COPY THIS PROMPT →

Write 10 TikTok video hook variations for this topic: "[your topic]"

My audience: [describe]

My niche: [your niche]

Requirements for each hook:

- Maximum 10 words
- Must stop a scroll within 2 seconds
- Use ONE of these formats: curiosity gap / bold claim / relatable pain / surprising stat / contrarian op
- Label each hook with which format it uses and WHY it works

After the 10 hooks, tell me which 3 you'd A/B test first and why.

■ When to use: Use when you need fresh hooks. Run this before your Monday brief — pick your favourite and build the week's content around it.

SEO & DISCOVERY

The Keyword Research Prompt

COPY THIS PROMPT →

Act as an SEO strategist specialising in [your niche].

Research keyword opportunities for: "[your topic or service]"

Deliver:

1. 10 primary keywords with estimated monthly search volume and competition level (Easy/Medium/Hard)
2. 15 long-tail keywords (lower competition, high buyer intent)
3. 5 question-based keywords perfect for featured snippets
4. 3 content gap opportunities — topics with high search volume but low-quality existing content
5. A recommended content calendar using these keywords for the next 4 weeks

Format everything as a clean table I can copy into a spreadsheet.

■ When to use: Run this when starting a new content topic or niche. Gives you months of SEO-optimised content ideas instantly.

EMAIL MARKETING

The Welcome Email Sequence

COPY THIS PROMPT →

Write a 5-email welcome sequence for new subscribers to [your brand name].

Context:

- Lead magnet they just downloaded: [what you offered]
- My brand voice: [e.g. "direct, warm, no corporate speak"]
- My main offer: [what you sell]
- My audience: [describe]

For each email write:

- Subject line (+ 2 alternatives to A/B test)
- Preview text (40 characters max)
- Full email body (conversational, max 200 words)
- One CTA per email
- P.S. line (people always read the P.S.)

Email 1: Welcome + deliver freebie (send immediately)

Email 2: Your biggest quick win (Day 2)

Email 3: A case study or real result (Day 4)

Email 4: Handle the #1 objection your audience has (Day 7)

Email 5: Soft pitch for your main offer (Day 10)

■ When to use: Set this up once in Kit. Every new subscriber gets nurtured automatically for 10 days. This sequence runs your email marketing on autopilot.

SOCIAL MEDIA

The 30-Day Content Calendar

COPY THIS PROMPT →

Create a 30-day content calendar for [your niche] brand focused on [your main topic area].

My audience: [describe]

My platforms: [e.g. TikTok, Instagram, LinkedIn]

My goals: [e.g. grow followers, drive affiliate clicks, build email list]

For each of the 30 days provide:

- Day number and day of week
- Content type (tutorial / story / list / controversial take / case study / soft promotion)
- Specific post topic (not generic — give me an actual title)
- Hook idea (first 10 words)
- Goal of this specific post

Spread promotional posts naturally — maximum 4 out of 30 days.

Highlight which days are best for affiliate promotions.

Format as a table.

■ When to use: Run this at the start of each month. Never stare at a blank screen wondering what to post. Copy the table into Notion or Google Sheets.

MONETISATION

The Affiliate Content Prompt

COPY THIS PROMPT →

Write content that naturally promotes [tool/product name] as an affiliate for [your audience].

Product details: [what it does, price, free tier if any]

Your affiliate link: [your link]

Content format needed: [choose: TikTok script / Instagram caption / blog section / email paragraph]

Requirements:

- Lead with the BENEFIT to the reader — not the product features
- Make the recommendation feel personal and genuine
- Include a specific use case relevant to my audience
- CTA must feel natural, not forced
- Do NOT sound like an advertisement
- Include a disclosure line: "This contains an affiliate link — I only recommend tools I actually use."

Write 3 variations so I can test which converts best.

■ When to use: Use for every affiliate product you promote. The 3-variation approach lets you test which angle converts best across different platforms.

SALES & CONVERSION

The Sales Page Prompt

COPY THIS PROMPT →

Write a high-converting sales page for: [your product/service name]

Price: [price]

Audience: [describe your ideal buyer]

Their biggest pain: [what keeps them up at night]

Your solution: [what you offer]

3 key benefits: [list them]

Structure the page in this exact order:

1. Headline (outcome-focused, not clever)
2. Subheadline (bridges the gap — addresses the pain)
3. Problem section (describe their situation so well they feel understood)
4. Solution intro (introduce your offer as the way out)
5. What's included (bullet points with benefits, not just features)
6. Social proof section (write 3 realistic testimonials I can use as placeholders)
7. Price with value stack (anchor against what it replaces)
8. Guarantee (remove the risk)
9. FAQ (5 questions, handle the real objections)
10. Final CTA (urgency without fake scarcity)

■ When to use: Use when launching a new product or service. Gives you a complete sales page structure in one run — then edit for your voice.

REPURPOSING

The Content Repurposing Prompt

COPY THIS PROMPT →

I have this piece of content: [paste your blog post, video transcript, or long post]

Repurpose it into ALL of the following formats:

1. TikTok script (60 seconds, includes hook + 3 key points + CTA)
2. Instagram Reel script (30 seconds)
3. LinkedIn post (professional tone, thought-leadership angle)
4. Twitter/X thread (8 tweets, numbered, strong hook tweet)
5. Instagram carousel (8 slides — give me the text for each slide)
6. Email newsletter (subject line + 200-word email + CTA)
7. Pinterest pin description (SEO-optimised, 150 words)
8. YouTube Shorts script (under 60 seconds)

Keep my original voice. Don't water down the core message.

Format each piece ready to copy and paste.

■ When to use: This is how one piece of content becomes 8. Run this after every blog post or long-form video. One hour of work, a month of posts.

RESEARCH & STRATEGY

The Competitor Analysis Prompt

COPY THIS PROMPT →

Act as a digital marketing strategist.

Analyse the content strategy of these [your niche] creators/brands: [list 3-5 names]

Based on what typically works in this niche, provide:

1. Content gap analysis — what topics are underserved that my audience wants?
2. Format gaps — what content formats are they NOT using that could give me an edge?
3. Audience pain points they address most — and ones they're missing
4. Their strongest hook styles — what makes their best content work?
5. Monetisation methods they use — and ones they're leaving on the table
6. My unfair advantage — based on [your background/experience], where can I dominate?
7. A 90-day differentiation strategy — how I position differently from all of them

Be direct. Tell me what's actually working, not what sounds good.

- When to use: Run this when entering a new niche or feeling stuck. Gives you a clear content strategy based on real gaps in your market.

CLIENT COMMUNICATION

The Professional Email Prompt

COPY THIS PROMPT →

Write a professional email for this situation: [describe the situation — e.g. "following up with a potent

Tone: [e.g. "warm but direct — friendly without being desperate"]

Relationship with recipient: [e.g. "potential client, had one call 2 weeks ago"]

Desired outcome: [what you want to happen after they read this]

Key point to communicate: [the main message]

Write:

- Subject line (avoid spam triggers)
- Email body (max 150 words — short emails get read)
- A P.S. line if appropriate

Also provide:

- 1 alternative shorter version (under 80 words)
- 3 different subject line options
- The best send time for this type of email

- When to use: Use for any business email situation. Never stare at a blank compose window again — Claude writes the first draft in seconds.

30-Day Content Calendar

Your first month of content — planned, themed, and ready to brief.

This is your exact content plan for month 1. Follow it as written — change topics later once you know what resonates with your audience. Every day has a content type, a topic, a hook angle, and a goal. Use the Monday system to batch each week in 45 minutes.

MONTHLY THEME: "AI Tools That Grow Your Business"

<p>WEEK 1 Foundation</p> <p>Introduce yourself & the problem you solve. No selling.</p>	<p>WEEK 2 Education</p> <p>Deep-dive AI tool tutorials. Establish authority.</p>	<p>WEEK 3 Proof & Story</p> <p>Results, case studies, real outcomes. Build trust.</p>	<p>WEEK 4 Conversion</p> <p>Soft promotion + community building. First sales.</p>
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CONTENT TYPE KEY: [T] Tutorial [S] Story [L] List [C] Controversial [P] Promotion [E] Engagement

DAY	#	TYPE	TOPIC	HOOK ANGLE
MON	1	T	5 free AI tools every business owner needs	Stop paying for things AI do
TUE	2	S	Why I almost gave up on AI in week 1	Before/after personal story
WED	3	L	7 things I no longer do manually (AI does them)	Which one surprises you mo
THU	4	T	How to write a month of content in 1 hour	The exact Monday system I
FRI	5	E	Poll: What's your biggest time drain in business?	Drive comments → algorith
SAT	6	P	My free AI starter toolkit (everything I use)	Soft affiliate day 1
SUN	7	S	The real reason I started this — my story	Founder story content
MON	8	T	Claude AI: complete beginner tutorial	You don't need to be techn
TUE	9	C	Claude vs ChatGPT — which is actually better for business?	Controversial = more shares
WED	10	T	ElevenLabs: create a podcast without a microphone	Demo-style tutorial
THU	11	S	The week AI saved my business from burnout	Emotional story arc
FRI	12	L	10 AI prompts that run my whole business (save this)	Save-worthy list content
SAT	13	P	ElevenLabs affiliate promo (use my link + code)	Natural affiliate mention
SUN	14	T	What is n8n? Why every business needs automation	Awareness content — big o
MON	15	S	My income went from \$0 to \$340 with AI — breakdown	Specific numbers build trust
TUE	16	T	How to set up your first AI automation in 30 min	Step-by-step walkthrough
WED	17	L	10 prompts that do my marketing for me (copy them)	Practical value — share-wor
THU	18	S	A day in my AI-powered business (real footage/screen)	Behind the scenes authentic
FRI	19	E	What AI tool do you want me to review next?	Community question — boo
SAT	20	P	My complete AI toolkit — everything I use daily	Natural promo — affiliate lin
SUN	21	T	The future of AI in business — what's coming (2026)	Thought leadership + predic
MON	22	T	Build a business email list with AI in one day	Step-by-step Kit setup
TUE	23	C	'But I'm not tech-savvy' — why that excuse is over	Objection busting content
WED	24	S	After 30 days of AI content — the honest numbers	Transparency builds massiv
THU	25	T	How to sell digital products using AI tools	Product launch education
FRI	26	E	Answering your top 10 questions about AI (compilation)	Community-driven content

DAY	#	TYPE TOPIC	HOOK ANGLE
SAT	27	P My AI Business Starter Pack — launching today	Main product/offer promo
FRI	28	S 28 days posting every day — what I learned	Reflection + milestone conte
SAT	29	T The #1 thing holding most people back from using AI	Mindset + practical content
SUN	30	E Thank you — what's next for this community	Appreciation + future teasing

How to Use This Calendar

Each Monday, use the Monday System (Guide 02) to create content for days 1-7. Adapt topics to what's trending in your niche. Promo days (6, 13, 20, 27) are your affiliate + offer days — space them naturally. Track which posts get the most engagement and double down on those formats in Month 2.

Affiliate Income Setup Guide

How to earn from the tools you're already using.

Affiliate marketing is the fastest path to your first online income with zero upfront cost and zero product creation. You recommend tools you already use, someone signs up through your link, and you earn a percentage of every payment — often recurring every month.



THE AIXCEL RECOMMENDED AFFILIATE STACK

■ Claude (Anthropic)

anthropic.com/affiliates

20% recurring - Per subscription: ~\$4/mo (Starts at \$20)

Why it's #1: Claude is the tool you'll recommend most. Every piece of content you create using Claude is a demonstration. Your audience will naturally want to use the same tool. 20% recurring means you earn month after month from one signup.

SETUP STEPS:

- Go to anthropic.com/affiliates
- Apply — approval usually takes 1-3 business days
- Add your referral link to your Linktree and every Claude tutorial you post
- Pro tip: create a 'How I use Claude' tutorial as your first affiliate content — it's authentic and high-converting

■ ElevenLabs

elevenlabs.io/affiliate

22% recurring - Per subscription: ~\$5.50/mo (Starts at \$25)

Why it converts: Anyone who watches your content and hears about making faceless videos immediately wants ElevenLabs. The use case is obvious and the free tier means low barrier to try. Once people try it, they often upgrade quickly.

SETUP STEPS:

- Go to elevenlabs.io/affiliate
- Sign up — approval is usually same day
- Create a 'faceless YouTube channel' tutorial using ElevenLabs
- Show the before/after — your script becoming professional audio in 30 seconds

■ Canva Pro

canva.com/affiliates

\$36 per referral - One-time payment per Canva Pro

Why it's easy: Almost everyone already knows Canva. Your job is just to show them the AI features they're missing. A tutorial showing Canva AI generating branded graphics in 2 minutes consistently converts well with business audiences.

SETUP STEPS:

- Go to canva.com/affiliates
- Approval is automatic for creators
- Focus on the AI features: Magic Write, Dream Lab, Brand Kit
- Show non-designers getting professional results — very relatable for your audience

■ Buffer

buffer.com/affiliates

20% recurring · Per subscription: ~\$5.40/mo (Essential)

Why it's valuable: Business owners who see you scheduling a full week of content in 5 minutes immediately want this. The pain of manual posting is universal. Show Buffer in action during your Monday system videos.

SETUP STEPS:

- Go to buffer.com/affiliates
- Apply — approval takes 2-5 business days
- Feature Buffer in every Monday system walkthrough you create
- Show the 'scheduled posts' dashboard — visual proof of automation is powerful

■ Kit (ConvertKit)

kit.com/affiliates

30% recurring · Per subscription: ~\$9/mo (Creator)

Why it pays well: Kit's affiliate programme is one of the most generous in the email space at 30% recurring. Business owners who understand email marketing will upgrade to paid plans quickly. One referral who grows to a paid plan can be worth \$100+ over a year.

SETUP STEPS:

- Go to kit.com/affiliates
- Apply — usually approved within 24 hours
- Create content around 'building your email list with AI'
- Tutorial angle: 'How I got my first 100 email subscribers in 30 days'

■ Gumroad

gumroad.com/affiliates

Variable · Per sale via your referral

Why it makes sense: If you're selling your own products on Gumroad, you can also recommend Gumroad to other creators. The audience overlap is perfect — people who want to sell digital products are exactly who's watching your content.

SETUP STEPS:

- Sign up at gumroad.com — selling on the platform automatically makes you an affiliate
- Create a 'How I set up my first digital product in one hour' tutorial
- Show the dashboard — real numbers convert better than theoretical promises

Realistic Income Projections

What to expect — month by month.

MONTH 1

\$0 – \$150

Building momentum

10–20 posts live. First affiliate clicks. Algorithm learning your cont

MONTH 2

\$50 – \$400

First consistent income

Growing audience. Consistent posting. First email subscribers converti

MONTH 3

\$200 – \$900

Multiple streams active

Affiliate + email + first digital product. Compounding begins.

MONTH 4

\$400 – \$1,800

Scaling what works

Double down on top-performing content. Raise digital product prices.

MONTH 6

\$800 – \$4,000

Real business income

System running smoothly. Adding new affiliate products. Course potenti

MONTH 12

\$2,000 – \$10,000+

Full income replacement possible

Multiple affiliate streams + products + potential Done For You clients

THE CONTENT FORMULA THAT DRIVES AFFILIATE SALES

70%

Purely Educational

No selling. Just value. Tutorials, tips, tools. This builds the trust that makes the other 30% convert.

20%

Story & Social Proof

Case studies, your results, member wins. Shows that the system works in real life.

10%

Promotional

Natural affiliate mentions. Never hard-sell. 'I use this tool every day — here's my link if you want to try it.'

AJ's Golden Rule of Affiliate Marketing

"Only recommend tools you actually use. Your audience can tell the difference."

Authentic recommendations convert at 3-5x the rate of forced promotions.