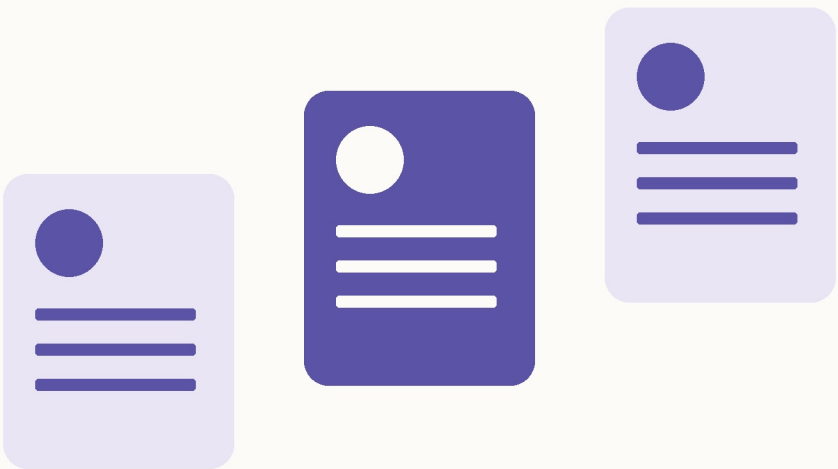
Start Marketing with AI

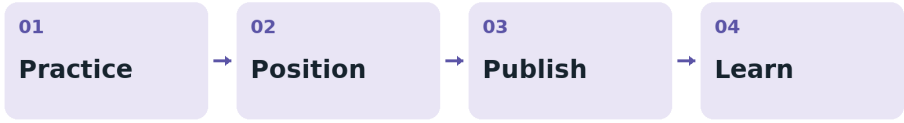
A beginner's playbook for a clear offer, useful content and first customers



Choose a service.
Show useful work.
Measure what matters.

Start Marketing with AI

A beginner's playbook for a clear offer, useful content and first customers



Use real responses to improve the next experiment.

First edition | November 2026

All names, client conversations and business figures in the examples are fictional unless a source is explicitly named. They illustrate decisions, not typical earnings or promised results.

Use the editable companion files for your own notes and client work. The EPUB edition provides adjustable text for smaller screens. Links and tool policies were reviewed on 13 November 2026; confirm current terms before opening an account or paying for a service.

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Before you begin

You do not need a large audience to start learning how to market a service. You need a service you can deliver, a person who might need it, and a way to help that person understand the offer. This book helps you build those pieces in a sensible order. Artificial intelligence can help you organize observations, compare drafts and plan work. You remain responsible for the facts, the promises and the quality of what you sell.

By the end, you will have a one-page offer, a small honest portfolio, a practical month of marketing activity and a record that separates attention from business results. These are useful working assets even if your first month produces no sale. No book can guarantee a client. Your results will depend on your skill, market, access to customers, decisions and consistent effort.

The main case follows Mira, a fictional beginner learning to edit short videos for independent cooking teachers. Other fictional examples cover writing, design and a local cleaning service. All named characters, conversations, sample data and outcomes in this book are invented for teaching. They are not testimonials. Currency amounts use CU, meaning currency units. Substitute one local currency consistently when you do your own calculations.

Read the chapters in order if you are starting from zero. If you already have a service, begin by checking the offer and evidence chapters, then use the calendar and measurement chapters to improve one channel. Do the exercises in a document or the companion workbook. You can complete the thinking without an AI account; every prompt also describes a task you can do manually.

Set aside three to five hours each week for this first marketing cycle, in addition to learning and delivering the skill. This is a planning suggestion, not a claim about the time needed to build a business. If school, employment, caring responsibilities or accessibility needs leave less time, stretch the calendar. A smaller completed plan is more informative than an ambitious plan you cannot carry out.

The tools and policies cited were checked on 13 November 2026. Interfaces, subscriptions and eligibility can change. Sources at the end let you recheck the owning provider. This book teaches a workflow rather than relying on a particular model version or button position.

1 Start with a service you can actually deliver

Marketing begins before your first post. It begins with a decision about what you are prepared to do for someone else. A service is work you perform for a customer: editing a video, making a flyer, improving website text or cleaning a room. A skill becomes a service when you can describe the output, deliver it reliably and explain what the customer must supply.

Do not start by asking AI which service will make the most money. That question invites broad predictions without evidence about you or your market. Start with your present abilities, interests, available equipment and willingness to practice. An attractive service you cannot deliver creates pressure to exaggerate and leaves the first customer paying for your confusion.

Choose one small result

Mira likes video editing but has never worked for a customer. Her first idea is "complete social media growth management." That promise would require skills she has not learned: strategy, filming, distribution, reporting and account management. She narrows it to editing four short clips from one customer-supplied cooking demonstration. The output is visible, the inputs are understandable and she can practice on footage she owns.

She writes a delivery checklist: select a useful moment, cut pauses, make speech audible, add checked captions, use a consistent frame and export the agreed file type. The checklist reveals what she must learn. It also gives her a way to evaluate practice work beyond whether a friend thinks it looks nice.

For a writer, an initial result might be rewriting one service page using facts supplied by the business. It should not be "make your website rank first." For a designer, it might be a readable event flyer in two agreed sizes. It should not be "build an unforgettable global brand." A local service might offer a defined room-cleaning task rather than an unlimited promise to transform an entire property.

Starting skill	Small practice output	Quality question
Video editing	One captioned demonstration clip	Can viewers follow it without guessing?
Writing	One factual service-page rewrite	Can a reader explain the offer?
Design	One event flyer	Are the date, location and next step obvious?
Local cleaning	One agreed checklist for a room	Are tasks and exclusions observable?

Separate learning work from customer work

Create a practice brief before charging. Define the input, audience, deadline and standard. Complete the job, then compare it with the brief. Ask another person to perform a simple task with the result. Can they read the flyer on a phone? Can they locate the booking instruction? Can they understand the video with its sound off?

The person reviewing your practice does not need to become a customer. Their job is to reveal confusion. Ask for observations rather than praise: "Which sentence would you remove?" is more useful than "Do you like it?" If you cannot explain or correct the problem, return to practice before promising that output to a buyer.

You can use AI to turn your intention into a practice plan. Supply your actual limits, not the identity you hope to have later.

> Help me design a practice project for a beginner service. My skill is [skill]. I can already do [specific tasks]. I still struggle with [tasks]. I have [equipment and software] and [hours] this week. Suggest one small customer-style brief, five observable quality checks, and a review method. Do not suggest selling work that needs qualifications or abilities I have not stated. Flag assumptions rather than inventing my experience.

Review the answer for hidden requirements. A video plan may assume a microphone you do not own. A writing exercise may

assume specialist knowledge. Remove those assumptions or schedule the learning. AI can produce a sensible-looking checklist without understanding your current ability.

Set a delivery boundary

A boundary makes an offer easier to understand. Mira accepts supplied footage, a customer-approved transcript and a reference style. She does not include filming, account posting, licensed music purchases or a guarantee of views. She can expand later, after she has delivered the smaller service consistently.

Write down what you can deliver, what you need, what you exclude and how you will check quality. If you are under the age of legal adulthood, involve a parent or legal guardian before accounts, payments, contracts or in-person customer meetings. Local rules and platform eligibility differ. You can still practice skills and prepare sample work while those arrangements are resolved.

Your exercise: Choose three possible services. For each, write one output and one quality check. Select the one you can most convincingly demonstrate within two weeks. A useful answer is "one event flyer, tested on a phone for readability," not "graphic design for everyone." Your first marketing asset is this narrow, deliverable promise.