

TUTORSYNTAX

THE AI SIDE BUSINESS BUILDER

Companion Reader Guide

12 practical business models · 24 AI prompts · Customer conversations · 30-day experiment · Quality checkpoints

James Cole | TutorSyntax | Learn. Practise. Build.

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About this guide

This printable guide accompanies the editable Excel toolkit and the offline demonstration files. Use it alongside the book, beginning with a clearly defined buyer problem. The scenarios are fictional. The cash examples are hypothetical, not income claims. Customer research, rights, privacy, tax and platform rules require your own verification.

TWELVE MODEL QUICKSTARTS

One small, testable and responsible offer for each business model from Chapters 5-16.

These are new teaching suggestions, not claims that customers exist or that a method will make money. Model numbers follow the manuscript chapters.

Chapter 05 — Digital Products

Smallest offer: A volunteer event-day checklist with editable timings and roles. **Customer evidence to seek:** Ask organisers about the last event and which task was overlooked. Provide a one-page mock-up.

Human / safety checkpoint: Check accessibility, licensing, version control and download/returns process. **Prompt starter:** “Design a one-page event-day checklist with headings, roles and a verification column; do not invent event details.” **Decision:** Record a buyer problem, verified feedback, costs and actual time before expanding.

Chapter 06 — Educational Resources

Smallest offer: A practice exercise with answers and teacher notes for one specific skill. **Customer evidence to seek:** Ask a teacher or learner what they find difficult and test the activity. **Human / safety checkpoint:** Check correctness, accessibility, permission to reuse content and age-appropriate examples.

Prompt starter: “Draft a 20-minute exercise for [audience] on [skill] with worked answers. Flag any facts or solutions requiring human checking.” **Decision:** Record a buyer problem, verified feedback, costs and actual time before expanding.

Chapter 07 — Self-Publishing Books

Smallest offer: A short, specific reader guide with a clear learning outcome. **Customer evidence to seek:** Share an outline with appropriate potential readers before completing a book. **Human / safety**

checkpoint: Check originality, licences, citations, publisher requirements and proof quality. **Prompt starter:** “Create a 10-section outline for readers who want to [outcome]. List problems each section solves; do not invent reviews.” **Decision:** Record a buyer problem, verified feedback, costs and actual time before expanding.

Chapter 08 — AI-assisted E-commerce

Smallest offer: A transparent listing for a real product with verified specifications. **Customer evidence to seek:** Interview prospective buyers about what specifications matter. **Human / safety checkpoint:**

Verify product safety, ownership, fulfilment, returns, photographs and claims. **Prompt starter:** “Build a product information checklist based only on verified attributes provided below; mark missing values UNKNOWN.” **Decision:** Record a buyer problem, verified feedback, costs and actual time before expanding.

Chapter 09 — Content and Marketing Services

Smallest offer: Four client-approved posts and one newsletter draft. **Customer evidence to seek:** Offer an approved sample to a relevant local venue with no fabricated facts. **Human / safety checkpoint:** Client sign-off for factual details, images, rights and claims. **Prompt starter:** “Draft four posts based ONLY on the confirmed event details. Put any missing date, price or address in [VERIFY].” **Decision:** Record a buyer problem, verified feedback, costs and actual time before expanding.

Chapter 10 — Social Media Campaigns

Smallest offer: A two-week scheduled content plan with approval checkpoints. **Customer evidence to seek:** Ask whether the client can identify success measures and a review process. **Human / safety checkpoint:** Account access, moderation and consent, rights, measurement and authorised publication. **Prompt starter:** “Outline a 14-day content calendar for [verified offering] with objectives, approval checkpoints and measurement questions.” **Decision:** Record a buyer problem, verified feedback, costs and actual time before expanding.

Chapter 11 — Local Business Automation

Smallest offer: A documented workflow that removes one repetitive copy/paste step. **Customer evidence to seek:** Observe an existing process with permission and estimate time actually lost. **Human / safety checkpoint:** Security, audit trail, fallback route, permissions and human exception handling. **Prompt starter:** “Map the steps of [current process] into inputs, decisions, exceptions, approvals and outputs without exposing customer records.” **Decision:** Record a buyer problem, verified feedback, costs and actual time before expanding.

Chapter 12 — Customer FAQ and Support Helpers

Smallest offer: A limited FAQ for bookings, events and access with a real human handover. **Customer evidence to seek:** Collect common questions from the business owner and check approved answers. **Human / safety checkpoint:** Never answer unknown/high-risk questions; keep escalation to authorised staff. **Prompt starter:** “Generate an FAQ test plan for approved facts below; add an UNKNOWN response and escalation for every unsupported question.” **Decision:** Record a buyer problem, verified feedback, costs and actual time before expanding.

Chapter 13 — Niche Information Websites

Smallest offer: One researched guide that answers a narrow recurring question. **Customer evidence to seek:** Ask prospective readers which choices confuse them and what sources they trust. **Human / safety checkpoint:** Originality, source accuracy, corrections and accessible presentation. **Prompt starter:** “Draft a guide outline on [topic] using only these primary sources: [sources]. Flag uncertainties and missing evidence.” **Decision:** Record a buyer problem, verified feedback, costs and actual time before expanding.

Chapter 14 — Affiliate Content and Recommendations

Smallest offer: A balanced comparison with clear criteria and disclosures. **Customer evidence to seek:** Check whether prospective readers actually face that buying decision. **Human / safety checkpoint:** Clear affiliate disclosure, verified specifications, independent judgement and current terms. **Prompt starter:** “Compare products [A/B] using only confirmed specifications in this table. Include uncertainties and a visible affiliate disclosure placeholder.” **Decision:** Record a buyer problem, verified feedback, costs and actual time before expanding.

Chapter 15 — Online Courses and Workshops

Smallest offer: One practical 45-minute session with an observable outcome. **Customer evidence to seek:** Ask learners for the skill they want and test a short lesson. **Human / safety checkpoint:** Accessibility, licences, expertise, assessment validity and safe delivery. **Prompt starter:** “Plan a 45-minute hands-on workshop on [skill], including an exercise, outcome check and accessibility adjustments.” **Decision:** Record a buyer problem, verified feedback, costs and actual time before expanding.

Chapter 16 — Specialist Newsletters and Communities

Smallest offer: A sample newsletter that solves one recurring information need. **Customer evidence to seek:** Collect genuine opt-in feedback on whether the digest is useful. **Human / safety checkpoint:** Valid consent, unsubscribe, correct attribution and moderation boundaries. **Prompt starter:** “Draft an issue from these verified notes. Separate facts from commentary and list claims requiring confirmation.” **Decision:** Record a buyer problem, verified feedback, costs and actual time before expanding.

CUSTOMER CONVERSATIONS & OUTREACH TEMPLATES

Purpose: Learn whether a real buyer has a genuine problem. Adapt these scripts; do not automate indiscriminate unsolicited messaging.

First: five neutral discovery questions (Chapter 2)

- Tell me about the last time you had to **[perform task]**. What happened?
- What do you use now, and what takes the most time or causes mistakes?
- How often does this happen? What is the practical consequence?
- What have you tried already? Did it cost money, staff time or attention?
- What would a genuinely useful result look like? What would you want to check before using it?

Record facts rather than compliments. Avoid leading questions such as “Wouldn't a clever AI tool help?”. Ask permission before taking notes and keep only the minimum information needed.

Template 1 — Permission-respecting first enquiry

Subject: Quick question about [specific process]

Hello [appropriate name / role],

I'm researching how [type of organisation] handles [specific recurring task]. I'm exploring whether a small, carefully checked [deliverable] could save time or reduce mistakes. I don't want to assume there's a need.

Would you be open to answering two or three questions about how you currently handle this? There is no obligation to buy anything. If this isn't relevant, no reply is needed.

Best wishes, [Your name]

Template 2 — Following up, once and politely

Subject: Re: question about [specific task]

Hello [name],

One brief follow-up to my earlier message about [task]. If it's not useful for your organisation, I won't keep chasing. Thank you for considering it.

[Your name]

Template 3 — Discovery conversation opener

“Thank you for your time. I'd like to understand what actually happens in your current process. This is research, not a sales presentation. With your permission I'll note the general workflow and any problems you mention, without collecting unnecessary personal details. Is that alright?”

Template 4 — Scoped pilot proposal

Subject: A small test for [deliverable]

Hello [name],

From our discussion, the problem appears to be **[their words, verified]**. A narrow pilot could include:

- **Deliverables:** [quantity, exact formats, example].
- **Information you provide:** [approved source documents only].
- **Approval:** You verify dates, names, claims and suitability before use.
- **Revisions:** [number / scope].
- **Timeline:** [date or number of working days, subject to agreement].
- **Pilot price:** [£ amount, excluding/incl. tax as applicable]; no price is assumed until we agree.
- **Out of scope:** [platform administration, live publication, support, guaranteed results, etc.].

If useful, I'll send a one-page scope and terms for your review. No work starts until you approve.

[Name]

Template 5 — Request for missing facts

Before I draft a final version, please confirm [specific fact 1], [specific fact 2] and [permission/rights]. I will leave these as **[VERIFY]** rather than guessing. Nothing will be published without your approval.

Template 6 — Delivery and approval

I've attached **[deliverable version]** against the agreed brief. Please check all factual statements, ownership rights, accessibility and suitability. Any items marked **[VERIFY]** are not ready for publication. The agreed revision window is [terms].

Template 7 — Feedback after a pilot

What part of the result was genuinely useful? What was wrong, confusing or missing? Did it save time compared with your previous approach? Would you choose to use or pay for this again, and why? Please feel free to say no.

Template 8 — Declining unsuitable work

Thank you for the request. I can't responsibly supply [requested task] because [specific privacy, competence, factual or safety limitation]. I can offer [narrower safe alternative], or recommend using a suitably qualified provider.

Template 9 — Clear professional boundary

I use AI to help draft or organise some work. I remain responsible for checking the final output, protecting any information you provide and following the agreed approval process. Please don't send private customer records unless we have explicitly agreed a lawful, secure handling process.

Before sending

- Use only appropriately obtained business contact details and follow the marketing rules that apply to you and the recipient.
- Personalise the relevance; do not imply an existing relationship or endorsement.
- Never invent a testimonial, statistic, deadline, case study or benefit.
- Stop when someone declines; honour opt-outs and deletion requests as applicable.
- Do not paste personal or confidential correspondence into public AI tools.

AI PROMPT LIBRARY — HUMAN-CHECKED BUSINESS EXPERIMENTS

How to use: Replace every [placeholder] with real permitted information. Never upload confidential customer material. Treat outputs as drafts.

A reliable prompt contains: objective • audience • verified source data • constraints • output format • what must not be invented • human check.

Twelve reusable research, pricing and quality prompts

01 — Find the real problem

Act as a sceptical researcher. My possible customer is [specific buyer] and their situation is [context]. Ask me 8 neutral questions that would reveal whether [problem] really occurs, how often, and what they currently do. Do not invent any interviews or market data.

Human checkpoint: Verify any factual or regulatory claim independently and record the source.

02 — Write a testable offer

Turn the verified problem [notes] into a narrow one-sentence offer specifying buyer, deliverable, turnaround, exclusions and human approval. Give 3 versions with differing scope. Do not claim guaranteed results.

Human checkpoint: Verify any factual or regulatory claim independently and record the source.

03 — Challenge assumptions

For this offer [offer], list 10 assumptions, one low-cost evidence test per assumption, likely failure modes, and what would count as evidence to stop. Do not predict revenue or invent customer behaviour.

Human checkpoint: Verify any factual or regulatory claim independently and record the source.

04 — Critique a customer interview

Review these anonymised discovery questions [questions]. Identify leading questions, vague language and privacy risks. Rewrite them to ask about past behaviour rather than hypothetical purchasing intentions.

Human checkpoint: Verify any factual or regulatory claim independently and record the source.

05 — Draft a one-page pilot scope

Draft a concise pilot scope for [deliverable] with exact inclusions, exclusions, dependencies, factual approval steps, number of revisions, delivery date placeholders and an acceptance checklist. Leave legal clauses for professional review.

Human checkpoint: Verify any factual or regulatory claim independently and record the source.

06 — Quality-check generated content

Audit the following [content] against my verified source list [sources]. Create a table of claim, evidence supplied, risk level and human action. Mark unsupported claims UNVERIFIED; never fill them with plausible guesses.

Human checkpoint: Verify any factual or regulatory claim independently and record the source.

07 — Estimate delivery time

Decompose [task] into preparation, drafting, verification, client communication, revisions and delivery. Suggest time-tracking categories without inventing measured hours. Output an editable checklist.

Human checkpoint: Verify any factual or regulatory claim independently and record the source.

08 — Pricing scenario challenge

Using only the numbers I supply [price, volume, variable cost, fixed cost, fees and hours], identify omitted costs, unrealistic assumptions and sensitivity questions. Do not treat modelled output as actual profit or tax advice.

Human checkpoint: Verify any factual or regulatory claim independently and record the source.

09 — Accessibility and usability test

Create a practical accessibility and clarity review checklist for [product] considering readable layout, plain language, keyboard access where applicable, alternate formats and instructions. Separate quick checks from professional testing.

Human checkpoint: Verify any factual or regulatory claim independently and record the source.

10 — Privacy and permissions review

List likely categories of personal or confidential information that could enter [workflow]. Suggest data-minimisation and human approval questions. Do not assert legal compliance; flag topics for qualified review.

Human checkpoint: Verify any factual or regulatory claim independently and record the source.

11 — Respond to an objection

Here is a customer objection [anonymous quote]. Suggest three respectful clarifying questions and two ways to revise the offer. Do not use manipulative scarcity or unsupported guarantees.

Human checkpoint: Verify any factual or regulatory claim independently and record the source.

12 — Evaluate 30-day evidence

Evaluate this anonymised evidence log [observations]. Distinguish contacts, interviews, pilot requests, paid sales, costs and delivered value. Recommend continue, change or stop with reasons and remaining uncertainty; do not fabricate sales.

Human checkpoint: Verify any factual or regulatory claim independently and record the source.

Twelve model-specific prompt starters

Chapter 05 — Digital Products

Design a one-page event-day checklist with headings, roles and a verification column; do not invent event details.

Verify: Check accessibility, licensing, version control and download/returns process.

Chapter 06 — Educational Resources

Draft a 20-minute exercise for [audience] on [skill] with worked answers. Flag any facts or solutions requiring human checking.

Verify: Check correctness, accessibility, permission to reuse content and age-appropriate examples.

Chapter 07 — Self-Publishing Books

Create a 10-section outline for readers who want to [outcome]. List problems each section solves; do not invent reviews.

Verify: Check originality, licences, citations, publisher requirements and proof quality.

Chapter 08 — AI-assisted E-commerce

Build a product information checklist based only on verified attributes provided below; mark missing values UNKNOWN.

Verify: Verify product safety, ownership, fulfilment, returns, photographs and claims.

Chapter 09 — Content and Marketing Services

Draft four posts based ONLY on the confirmed event details. Put any missing date, price or address in [VERIFY].

Verify: Client sign-off for factual details, images, rights and claims.

Chapter 10 — Social Media Campaigns

Outline a 14-day content calendar for [verified offering] with objectives, approval checkpoints and measurement questions.

Verify: Account access, moderation and consent, rights, measurement and authorised publication.

Chapter 11 — Local Business Automation

Map the steps of [current process] into inputs, decisions, exceptions, approvals and outputs without exposing customer records.

Verify: Security, audit trail, fallback route, permissions and human exception handling.

Chapter 12 — Customer FAQ and Support Helpers

Generate an FAQ test plan for approved facts below; add an UNKNOWN response and escalation for every unsupported question.

Verify: Never answer unknown/high-risk questions; keep escalation to authorised staff.

Chapter 13 — Niche Information Websites

Draft a guide outline on [topic] using only these primary sources: [sources]. Flag uncertainties and missing evidence.

Verify: Originality, source accuracy, corrections and accessible presentation.

Chapter 14 — Affiliate Content and Recommendations

Compare products [A/B] using only confirmed specifications in this table. Include uncertainties and a visible affiliate disclosure placeholder.

Verify: Clear affiliate disclosure, verified specifications, independent judgement and current terms.

Chapter 15 — Online Courses and Workshops

Plan a 45-minute hands-on workshop on [skill], including an exercise, outcome check and accessibility adjustments.

Verify: Accessibility, licences, expertise, assessment validity and safe delivery.

Chapter 16 — Specialist Newsletters and Communities

Draft an issue from these verified notes. Separate facts from commentary and list claims requiring confirmation.

Verify: Valid consent, unsubscribe, correct attribution and moderation boundaries.

What these prompts cannot do

They do not create genuine customer interviews, validated demand, legal advice, a trained AI support system, or an earnings guarantee. Source records and actual customer feedback remain essential.

THE 30-DAY LAUNCH EXPERIMENT

An action plan, not a promise of a sale. Use alongside the [30 Day Plan](#) workbook tab and Chapter 20.

Days 1-5 — Define a genuine problem

Select a specific buyer, recurring problem and smallest credible deliverable. Record assumptions. Don't buy software because a platform advertises an earning opportunity. **Gate:** Can you explain who needs the result, what they receive and how it will be checked?

Days 6-10 — Listen to potential customers

Ask neutral questions about how the problem currently occurs, how it is handled, and any costs or consequences. Record anonymised themes, current workarounds and objections. **Gate:** Have you observed a credible problem rather than compliments about your idea?

Days 11-15 — Build and check a narrow prototype

Create the smallest possible example using fictional data, run factual/functional/accessibility checks and revise after feedback. Obtain any necessary permissions. **Gate:** Can another person understand, inspect and verify the result?

Days 16-20 — Check price, delivery and risk

Use the pricing calculator for different sales volumes and realistic hours. Check consumer terms, privacy and intellectual property, taxes and platform policies where applicable. **Gate:** Would the price plausibly cover money costs and the value of your time?

Days 21-25 — Respectful market test

Approach a small relevant group through appropriate channels. Make a specific, optional enquiry. Where there is meaningful interest, offer a properly scoped pilot. Do not promise results or collect more data than required. **Gate:** What action did a buyer take (question, proposal request, approval, paid pilot), rather than what praise did they give?

Days 26-30 — Deliver, measure, decide

Complete an authorised trial if one exists; otherwise test the prototype with permission. Record actual money paid, direct costs, hours and customer usefulness. Conduct a final quality and safety review. **Gate:** Choose **continue** (credible demand and workable delivery), **change** (good problem, weak offer), or **stop** (insufficient evidence, unacceptable risk or economics).

Four practical evidence levels

- **Opinion:** someone says the idea sounds interesting; weak commercial evidence.
- **Problem evidence:** a person describes a specific recurring problem and existing workaround.
- **Commitment evidence:** an authorised buyer asks for a scoped proposal or offers a trial.
- **Paid-and-used evidence:** a real buyer pays, receives the deliverable and confirms what was useful. Stronger, but still not proof of repeatability.

Day-30 decision note template

- The problem we investigated:
- People / situations reached (no personal identifiers):
- Actual problems observed:
- Number of relevant conversations / proposals / accepted trials / paid sales:
- Cash revenue actually received:
- Verified cash expenses:
- Hours actually worked:
- Cash surplus before tax:

- What was useful or not useful:
- Unresolved compliance and safety risks:
- Decision: CONTINUE / CHANGE / STOP
- One next action, owner and date:

Remember: A 30-day experiment can finish without a sale and still be useful if it prevents a larger investment in an untested idea.

HUMAN QUALITY, PRIVACY & RISK CHECKLIST

For each output, document owner, date, result (Pass / Needs work / Not applicable), and evidence. This list is educational, not a substitute for legal or specialist advice.

Product usefulness

- ☐ A clearly defined buyer and problem are supported by actual research.
- ☐ The deliverable matches the scope and the advertised description.
- ☐ Another person can use the result with the supplied instructions.
- ☐ Accessibility has been considered, including readable text and alternatives.
- ☐ The final output was tested from the recipient's perspective (including mobile or download checks where appropriate).

AI and factual accuracy

- ☐ Every important factual claim has a traceable independent source.
- ☐ Unsupported AI statements are removed or clearly marked as unverified.
- ☐ Dates, prices, addresses, product specifications and rules are freshly checked.
- ☐ AI-generated images, code, text and data have been reviewed for mistakes and rights issues.
- ☐ A named human owns approval, revision and correction.

Privacy and security

- ☐ Only necessary information is collected or processed.
- ☐ Appropriate authority/permission exists for any business or personal data.
- ☐ Secrets, credentials and private records have not been pasted into public tools.
- ☐ Files do not contain real data hidden in examples, screenshots or metadata.
- ☐ Storage, retention, access and deletion have an agreed plan.
- ☐ Automated workflows include limits, logs and human intervention where needed.

Customer expectations and legal / platform questions

- ☐ Sales claims, earnings statements and testimonials are truthful and evidenced.
- ☐ The buyer knows what is included, excluded, delivered and checked.
- ☐ Refund, cancellation, customer rights and digital delivery rules have been considered for the applicable jurisdiction.
- ☐ Copyright, trademarks, image rights, software licences and dataset terms are respected.

- [] Promotional outreach and subscription communications respect applicable rules and opt-outs.
- [] Affiliate relationships are disclosed where relevant and comparisons are fair.
- [] Any regulated or high-risk task is referred to a qualified professional.
- [] Applicable tax/VAT and recordkeeping obligations have been reviewed separately.

Finance and operational evidence

- [] Sales and revenue are actual amounts, not projected or promised.
- [] Platform fees, refunds, subscriptions, revisions and non-billable time are considered.
- [] The planned output can be delivered repeatedly at an acceptable quality.
- [] A fallback exists when an AI or automation tool makes a mistake or becomes unavailable.
- [] The decision to continue, change or stop is based on evidence, not sunk cost.

Approval record

Project: [name] **Reviewer and date:** [name / date] **Checks requiring further work:** [items] **Qualified advice needed:** [if any] **Decision:** [prototype only / ready for small controlled pilot / pause]

WORKED PRICING & EVIDENCE EXAMPLES

Use with the workbook's Pricing Calculator and Sales and Time tabs. All numbers are hypothetical, in GBP, before tax/VAT and refunds.

Example: a narrow content-service pilot

- Customer price: **£120** per completed pilot.
- Estimated direct variable cost: **£12** per pilot.
- Illustrative processing fee: **3% of the price + £0.30** per sale.
- Delivery time: **3.5 hours** per pilot, including checking and revisions.
- Other work: **2 hours** monthly for marketing and administration.
- Fixed cash expenses: **£25** monthly.
- Illustrative volume: **2 paid pilots** in a month.
- Desired effective pay for time: **£25 per hour** (a personal target, not a market rate).

Cash contribution per pilot: $£120 - £12 - (£3.60 + £0.30) = \textbf{£104.10}$.

Monthly cash surplus before tax: $(£104.10 \times 2) - £25 = \textbf{£183.20}$.

Monthly time: $(3.5 \text{ hours} \times 2) + 2 \text{ hours} = \textbf{9 hours}$.

Cash surplus per hour: $£183.20 \div 9 = \textbf{about £20.36 per hour}$. This is not pay after tax, and it excludes any costs not recorded.

Price needed to meet the stated target at two sales = about **£141.55** per pilot on the same assumptions. That is a model output, not evidence that a buyer will pay £141.55.

Test your own scenarios

- What happens if monthly sales are **one, two** or **four**? Do not assume sales are guaranteed.
- What happens if delivery actually takes **six hours**, not 3.5?

- What happens if a customer requests one more revision or your platform fees rise?
- What if you cannot deliver because the buyer has not approved the facts?
- Which missing expenses, taxes or refunds could change the conclusion?

Understand the workbook calculations

- **Cash contribution per sale** = sale price – variable cost – percentage fee – fixed per-sale fee.
- **Monthly cash contribution** = contribution per sale × completed sales.
- **Cash surplus before tax** = monthly contribution – monthly fixed cash expenses.
- **Cash surplus per hour** = cash surplus ÷ (delivery hours × sales + other monthly work hours).
- **Required price for your time target** is a what-if calculation using current costs, hours, volume and fees; it is not a recommendation or market valuation.
- **Sales required** is the mathematical minimum to cover fixed costs and the chosen time target under fixed assumptions; it can be impossible if contribution after delivery time is negative.

Record actual evidence separately

The **Sales and Time** sheet is deliberately blank. Enter only paid transactions, realised costs and hours actually worked. A forecast, enquiry or free trial is not a sale. Preserve receipts and invoices outside the workbook in a secure accounting system where appropriate.