

GROWTHHIVEHUB

growthhivehub.com

100 WAYS TO MAKE MONEY WITH YOUR DIGITAL & AI SKILLS

A Practical Playbook for Everyone Who Completes

The Complete Digital & AI For Business Growth Course

Jobs · Side Gigs · Business Growth · Freelancing · Passive Income · Career Advancement

HOW TO USE THIS BOOK

This is not a motivational book. It is a reference document.

Each of the 100 entries describes one specific way to make money using the digital and AI skills from the GrowthHiveHub course. For every entry you will find:

- What the income opportunity is and how it actually works
- Which course skills are most relevant and why they matter for that specific path
- Concrete steps to get started -beginning with enrolment, followed by practical next moves

The 100 paths are deliberately diverse. Jobs. Side gigs. Ways to earn more without leaving your current role. Passive income. Powerful skill combinations. Overlooked paths most people miss.

You don't need to pursue all of them. Read through, pick 2-3 that fit your current situation, and go deep on those. Depth beats breadth.

Enrol here: <https://growthhivehub.com/dbgmcourse/>

SECTION 1

GET A JOB WITH THESE SKILLS

35 real roles you can apply for once you have these digital and AI skills. Full-time, part-time, remote, or hybrid.

#01

Social Media Manager

Manage a business's Instagram, Facebook, TikTok, or LinkedIn. You plan what to post, design graphics, write captions, schedule, and track results. Most businesses need this but have no one doing it well.

Skills From the Course	How to Get Started
• Content strategy -knowing what to post, when, and why for a specific business • Canva -designing professional posts without a design background • AI prompting -generating content ideas, captions, and monthly calendars instantly • Content repurposing -turning one idea into 5-10 posts across different platforms	1. Enrol in the GrowthHiveHub course and complete the Content and AI sections 2. Pick one niche (food, fashion, real estate) and create sample posts for a mock brand 3. Build a small portfolio -3 accounts you've managed or created sample content for 4. Apply on LinkedIn, Jobberman, or approach local businesses directly 5. Starter rate: ₦50,000-₦150,000/month local; \$100-\$400/month remote (or the equivalent in your local currency; \$150-\$450 if selling to US/UK clients)

#02

Content Writer (AI-Assisted)

Write blog posts, website copy, newsletters, and LinkedIn articles for companies. With AI prompting skills you produce high-quality drafts 5x faster -which means you can take on more clients without working more hours.

Skills From the Course	How to Get Started
• AI prompting -generating accurate, well-structured first drafts on any topic • SEO content strategy -writing content that actually ranks on Google • Google Docs -formatting and sharing professional documents	1. Enrol and complete the AI Prompting and Content sections 2. Write 3-5 sample articles on topics you know -publish on LinkedIn or Medium 3. Create a rate card: blog post ₦15,000-₦40,000; web page copy ₦30,000+ (or the equivalent in your local currency; \$50-\$100 if selling to US/UK clients)

Skills From the Course	How to Get Started
	4. Pitch small businesses, startups, and NGOs who need blogs but have no writer 5. International clients via Upwork, Fiverr, PeoplePerHour

#03

Email Marketing Specialist

Set up, write, and manage email campaigns for businesses -welcome sequences, promotions, newsletters, and re-engagement flows. Email delivers the highest ROI of any digital channel, and most businesses do it badly.

Skills From the Course	How to Get Started
• Email marketing -campaigns, segmentation, automation sequences from scratch • AI prompting -drafting email copy that gets opened, read, and clicked • HubSpot -managing lists, building automated flows, reading performance reports	1. Enrol and complete the Email Marketing and HubSpot modules in full 2. Set up a free Mailchimp or HubSpot account and build a sample campaign 3. Show open and click rates from any test you run -numbers speak louder than claims 4. Target: e-commerce stores, coaches, event organisers, churches 5. Charge ₦60,000-₦200,000/month retainer (or the equivalent in your local currency; \$200-\$600 if selling to US/UK clients)

#04

Paid Ads Specialist (Facebook / Google / TikTok)

Run paid advertising for businesses. The real skill is knowing who to target, what creative will work, how to read the numbers, and what to change when results drop. Businesses spend money on ads daily -they need someone who knows what they're doing.

Skills From the Course	How to Get Started
• Facebook Ads -campaign setup, audience targeting, creative selection, budget management • Google Ads -search campaigns, keyword bidding, conversion tracking • TikTok Ads -short-form ad formats, trend-aware creative strategy	1. Enrol and complete the Online Ads section thoroughly 2. Run a test campaign on your own or a friend's business with ₦5,000-₦10,000 3. Document results -even imperfect data shows you understand the platform 4. Offer one month at reduced rate for a testimonial to break into the market

Skills From the Course	How to Get Started
• Ad analysis -reading metrics and knowing exactly what to fix and why	5. Charge: management fee ₦80,000-₦300,000 /month + percentage of ad spend (or the equivalent in your local currency; \$250-\$1,000 if selling to US/UK clients)

#05

SEO / AEO Specialist

Help businesses rank higher on Google -and on AI tools like ChatGPT and Perplexity. AEO (Answer Engine Optimisation) is newer than SEO and most practitioners haven't caught up yet. Early movers have a significant advantage.

Skills From the Course	How to Get Started
• Google Business Profile -the foundation of local search visibility, done completely • SEO content strategy -keywords, reviews, FAQ sections, trust signals that work • AEO -understanding how AI tools decide what to recommend and how to influence it	1. Enrol and complete the Digital Marketing section, especially Google and AEO modules 2. Optimise your own or a friend's Google Business Profile as a practice run 3. Audit a local business's online presence and present findings as a proposal 4. Start with local businesses -salons, clinics, schools, restaurants 5. Charge: one-off setup ₦50,000-₦150,000; monthly management ₦40,000-₦100,000 (or the equivalent in your local currency; \$150-\$300 if selling to US/UK clients)

#06

Virtual Assistant (Remote)

Provide administrative support to business owners and executives from your laptop. Managing emails, scheduling, handling enquiries, updating spreadsheets. Enormous demand from founders who need support but don't want a full-time hire.

Skills From the Course	How to Get Started
• Google Workspace -Docs, Sheets, Calendar, Drive, Gmail at a professional level • Trello -managing tasks and tracking work for the person you're supporting • Calendly -handling all meeting bookings automatically	1. Enrol and complete the Document Operations section in full 2. Create a professional LinkedIn profile clearly stating you offer VA services 3. List on Upwork, Fiverr, or pitch Nigerian founders directly via LinkedIn 4. Start at competitive rates to get your first 5 reviews, then raise

Skills From the Course	How to Get Started
• HubSpot basics -managing contacts and simple CRM tasks	5. International VA rates: \$10-\$30/hour; local: ₦3,000-₦8,000 /hour (or the equivalent in your local currency; \$10-\$25 if selling to US/UK clients)

#07

Video Editor

Edit raw footage into clean, professional videos for brands, content creators, YouTubers, and coaches. Short-form editing for Reels and TikToks is one of the highest-demand skills in digital media right now.

Skills From the Course	How to Get Started
• CapCut and InShot -fast, mobile editing built for short-form social content • Canva video editing -simple branded videos, testimonials, explainers • Understanding pacing, captions, sound design, and hooks for social media	1. Enrol and complete the Video Skills and AI Video sections 2. Edit 3-5 sample videos from free stock footage or your own recordings 3. Post your edits on Instagram Reels or TikTok with: 'Available for hire' 4. Reach out directly to coaches and businesses who post unedited content 5. Charge: ₦10,000-₦50,000 per video; monthly retainer for consistent clients (or the equivalent in your local currency; \$25-\$150 if selling to US/UK clients)

#08

AI Content Specialist

Use AI tools to produce content at scale -captions, blogs, email sequences, video scripts, ad copy -faster than any human writer could alone. The skill is prompting correctly and editing AI output so it sounds human, specific, and on-brand.

Skills From the Course	How to Get Started
• Advanced AI prompting -multi-step prompts, persona-setting, chain prompting techniques • Content strategy -knowing which type of content serves which business goal • Canva + Claude/ChatGPT integration -designing and writing in the same workflow	1. Enrol and complete the AI Skills and Content Skills sections together 2. Build a portfolio: 5-10 examples of AI-assisted content you've produced 3. Target high-output businesses: digital agencies, media companies, e-commerce brands 4. Offer a package: 20 social posts + 4 email campaigns per month at a fixed price

Skills From the Course	How to Get Started
	5. Deliver results, not process -clients pay for output, not the tools you used

#09

Google Business Profile Manager

Set up, optimise, and manage Google Business Profiles for local businesses. This determines whether a business appears when someone searches 'best restaurant near me.' Most local businesses have poor or incomplete profiles.

Skills From the Course	How to Get Started
• Google Business Profile -complete setup, photos, categories, keyword-rich descriptions • Review strategy -how to ethically and consistently generate more reviews • FAQ and posts -keeping the profile active, which improves visibility	1. Enrol and complete the Digital Marketing section 2. Set up a complete profile for yourself or a friend's business as your test case 3. Do a free audit for 3 local businesses -show them what's missing 4. Offer: setup ₦30,000-₦80,000 + monthly management ₦25,000-₦50,000 (or the equivalent in your local currency; \$100-\$150 if selling to US/UK clients) 5. Target: clinics, schools, restaurants, real estate agents, salons

#10

HubSpot CRM Administrator

Set up and manage HubSpot for businesses -their contacts, deal pipeline, email sequences, and sales reporting. Most businesses have customer data scattered across WhatsApp and notebooks. You organise it into a system.

Skills From the Course	How to Get Started
• HubSpot -full platform setup: CRM, contacts, pipelines, email automation, reporting • Google Sheets -migrating existing data into HubSpot cleanly • Email marketing -connecting email campaigns to the CRM properly	1. Enrol and complete the HubSpot module -then get the free HubSpot certification too 2. Set up a complete demo account for a fictional business as your portfolio piece 3. Target: sales teams, coaches, e-commerce businesses, professional services 4. Charge: one-off setup ₦100,000-₦300,000; monthly admin ₦60,000-₦150,000 (or the equivalent in your local currency; \$300-\$450 if selling to US/UK clients)

Skills From the Course	How to Get Started
	5. The free HubSpot certifications cost nothing and add significant credibility on a CV

#11

Presentation Designer

Create professional pitch decks, training presentations, investor decks, and business slides. Most professionals know what they want to say but cannot make it look good. That gap is a consistent income opportunity.

Skills From the Course	How to Get Started
• Google Slides -professional layouts, animations, master slides • Canva -presentation-quality graphics, icons, and visual layouts • AI prompting -structuring content and writing speaker notes quickly	1. Enrol and complete the Document Operations and Content Design sections 2. Create 2-3 sample decks across industries: business pitch, training, NGO funding 3. List on Fiverr: '10-slide pitch deck starting at \$50' -clear and specific 4. Target: startup founders, trainers, consultants, conference speakers 5. Offer 24-hour turnaround for urgent requests at a premium rate

#12

Website Administrator

Maintain and update websites for businesses -adding pages, updating products, uploading blog posts, fixing broken links. Many businesses build a website once and abandon it. You become the person who keeps it alive.

Skills From the Course	How to Get Started
• Website creation -understanding how site builders are structured and updated • Google Docs -managing content drafts before they go live • AI prompting -generating new page content and product descriptions quickly	1. Enrol and complete the Website Creation section 2. Build one complete website from scratch to prove your competency 3. Approach businesses with outdated or empty websites -there are thousands 4. Charge a monthly retainer: ₦30,000-₦80,000/month for regular updates (or the equivalent in your local currency; \$100-\$250 if selling to US/UK clients)

Skills From the Course	How to Get Started
	5. Bundle with social media management for a stronger combined offer

#13

Lead Generation Specialist

Find potential customers for businesses. Research ideal clients, build contact lists, and initiate outreach via email or LinkedIn. Sales teams pay consistently for a reliable source of qualified leads.

Skills From the Course	How to Get Started
• HubSpot -managing and organising leads, tracking outreach and follow-up • Email marketing -writing personalised outreach sequences that get responses • AI prompting -researching prospects and drafting messages at speed	1. Enrol and complete the HubSpot and Email Marketing sections 2. Build a list of 50 target businesses in one industry as a practice exercise 3. Offer a 'test batch' of 20 qualified leads to a sales-heavy business as a trial 4. Charge per lead ₦500-₦2,000 or monthly retainer for ongoing supply (or the equivalent in your local currency; \$0-\$5 if selling to US/UK clients) 5. Focus on: real estate, SaaS, insurance, and professional services

#14

Freelance Digital Marketing Consultant

Advise businesses on their overall digital presence -what's missing, what's not working, what to prioritise. A higher-level role that combines multiple skills into strategic recommendations rather than execution.

Skills From the Course	How to Get Started
• Full breadth: SEO, ads, content, email, social media -the whole picture • AI prompting -rapid competitor research and market analysis • HubSpot, Facebook Ads, Google Business Profile -enough depth to audit each area	1. Enrol and complete the full course -breadth is the core value here 2. Create a 'Digital Audit Template' that you complete for any business 3. Offer free 30-minute audit calls to 5 businesses to sharpen your diagnosis 4. Charge: ₦50,000-₦200,000 for an audit report with clear recommendations (or the equivalent in your local currency; \$150-\$600 if selling to US/UK clients)

Skills From the Course	How to Get Started
	5. Retainer: ₦100,000-₦400,000 /month for ongoing oversight and guidance (or the equivalent in your local currency; \$300-\$1,200 if selling to US/UK clients)

SECTION 2

SIDE GIGS THAT PAY

You don't need to quit your job. These income streams can be built in evenings and weekends with the right skills.

#15

Freelance Canva Design Service

Design flyers, social posts, menus, business cards, and templates for individuals and small businesses. Canva has made quality design accessible -you don't need a design degree, just a good eye and the right training.

Skills From the Course	How to Get Started
• Canva -templates, brand kits, typography, colour pairing, layout logic • AI prompting -using AI inside Canva to generate and refine designs verbally • Claude-to-Canva integration -letting AI design carousels and posts directly in your Canva	1. Enrol and complete the Content Design section, especially the Canva modules 2. Create 10 sample pieces: flyers, carousels, menus, business cards 3. Open a Fiverr gig: 'Professional flyers and social posts in Canva' 4. Share in WhatsApp business groups for owners, churches, NGOs, and schools 5. Price: £5,000-£20,000 per design; monthly packages for repeat clients (or the equivalent in your local currency; \$15-\$50 if selling to US/UK clients)

#16

Resume and LinkedIn Profile Writing

Help job seekers create CVs and LinkedIn profiles that get responses. Many people know they need better -they just don't know how to do it. With AI, you can produce a polished, keyword-optimised CV in about an hour.

Skills From the Course	How to Get Started
• AI prompting -extracting client information and structuring it professionally • Google Docs -formatting CVs to look clean and ATS-compatible	1. Enrol and complete the Document Operations and AI Prompting modules 2. Rewrite your own CV and LinkedIn profile first -it becomes your case study 3. Post on LinkedIn: 'I help professionals get more interview callbacks. DM me.'

Skills From the Course	How to Get Started
• Content writing -professional summaries and LinkedIn bio sections that stand out	4. Charge: ₦10,000-₦30,000 per CV; ₦15,000-₦40,000 for CV + LinkedIn together (or the equivalent in your local currency; \$25-\$100 if selling to US/UK clients) 5. Target: graduates, mid-career professionals, and people changing industries

#17

E-book Writing and Publishing

Write, design, and sell digital books on topics you know. With AI, a well-researched 30-50 page ebook can be drafted in a weekend. You write it once, sell it repeatedly.

Skills From the Course	How to Get Started
• AI prompting -outlining, drafting, and editing long-form content efficiently • Canva -designing a professional cover and interior layout • Creator website platforms -selling the ebook online without a middleman • Email marketing -building a list that you can sell to repeatedly	1. Enrol and complete the AI, Content, and Website sections 2. Choose a topic you know or can research thoroughly 3. Use AI to outline and draft -spend your time on structure, accuracy, and voice 4. Design in Canva using ebook templates -it makes a significant difference 5. Sell via Selar, Gumroad, or your own website: ₦3,000-₦15,000 or \$5-\$30 (or the equivalent in your local currency; \$10-\$50 if selling to US/UK clients)

#18

Faceless YouTube Channel

Create a YouTube channel without appearing on camera. Choose a niche, generate scripts with AI, create visuals or AI-generated footage, add a voiceover, and upload. Income from AdSense, affiliate links, and sponsorships.

Skills From the Course	How to Get Started
• AI video generation -creating visuals and scenes without filming anything • AI voiceover tools -professional narration from text, no studio needed	1. Enrol and complete the AI Video Generation section 2. Choose a niche and find the 20 most-searched questions within it 3. Create your first 3 videos and upload consistently -consistency beats perfection 4. Optimise titles and descriptions for YouTube search from the very first upload

Skills From the Course	How to Get Started
• SEO and content planning -choosing topics people actively search for on YouTube • Video editing -assembling AI components into a watchable final video	5. Monetise at 1,000 subscribers / 4,000 watch hours -add affiliate links immediately

#19

AI Voiceover Service

Generate professional voiceovers for ads, e-learning courses, explainer videos, and podcasts using AI voice tools. No studio. No microphone. Just the skill to direct the voice to match what the client needs.

Skills From the Course	How to Get Started
• AI video tools -ElevenLabs, Murf, or equivalent voice generators • AI prompting -writing scripts that sound natural when spoken by AI • Basic audio editing -cleaning and delivering final audio files professionally	1. Enrol and complete the AI Video section 2. Create 5 sample voiceovers in different styles: corporate, warm, energetic, calm 3. List on Fiverr: 'Professional AI voiceover -24hr delivery' 4. Target: explainer video creators, online course developers, ad agencies 5. Charge: \$10-\$50 per finished minute depending on quality and turnaround speed

#20

Local SEO / Google Maps Ranking Service

Get local businesses found when customers search nearby. A barbershop or clinic that ranks top on Google Maps can see a measurable increase in walk-ins and calls. The business owner sees the result -you earn the fee.

Skills From the Course	How to Get Started
• Google Business Profile -complete optimisation including photos, posts, categories • Review generation and management -ethically building trust signals	1. Enrol and complete the Digital Marketing section 2. Optimise 2-3 profiles for free -document before-and-after rankings 3. Use screenshots as your proof of concept for sales conversations 4. Charge: ₦30,000-₦80,000 setup + ₦25,000-₦50,000/month ongoing (or the equivalent in your local currency; \$100-\$150 if selling to US/UK clients)

Skills From the Course	How to Get Started
• AEO -understanding how Google and AI tools choose which local business to surface	5. Target: healthcare, food, education, hospitality, legal, beauty

#21

UGC Video Creator (AI-Assisted)

Create User-Generated Content -casual, authentic-looking product videos that outperform polished ads. With AI tools, you can create UGC-style videos featuring AI avatars or your own face without elaborate equipment.

Skills From the Course	How to Get Started
• AI video creation -UGC-style product demonstrations • Video editing -making output look natural and credible, not over-produced • Script writing with AI -copy that sounds like a real person talking, not an ad	1. Enrol and complete the AI Video Generation section 2. Create 3 sample UGC videos for different product categories as portfolio pieces 3. List on Fiverr or approach D2C brands, cosmetics companies, fashion sellers directly 4. UGC rates: \$150-\$500 per video internationally; ₦30,000-₦100,000 locally (or the equivalent in your local currency; \$100-\$300 if selling to US/UK clients) 5. Post your best work on TikTok and Instagram to attract inbound enquiries

#22

AI Image Prompt Writing Service

Write prompts that generate stunning images using Midjourney, DALL-E, or similar tools. Most people get poor results because they don't know how to prompt well. You charge for the skill of prompting, not just the image.

Skills From the Course	How to Get Started
• Advanced AI prompting -technically precise, high-quality image generation prompts • Understanding what different AI image tools can and cannot produce effectively	1. Enrol and complete the AI Prompting section -then practise extensively 2. Build a portfolio showing 20+ high-quality AI images across different styles and industries 3. Offer: client describes what they need, you deliver the prompt plus outputs 4. Charge per image (\$5-\$20) or prompt pack (\$50-\$200)

Skills From the Course	How to Get Started
• Basic visual literacy -knowing what makes an image useful for its intended purpose	5. Target: brands, marketers, content creators, publishers, book cover designers

#23

Business Proposal Writing Service

Write professional proposals for SMEs applying for contracts, grants, or partnerships. Most owners know their work but can't write a compelling proposal. With AI, you structure and draft quickly -your value is the thinking and polish.

Skills From the Course	How to Get Started
• AI prompting -structuring proposals, writing executive summaries, drafting financials • Google Docs -formatting documents that look professional and thorough • Understanding business enough to ask the right questions and fill in the right details	1. Enrol and complete the Document Operations and AI Prompting sections 2. Write a sample proposal for a fictional business as your portfolio piece 3. Post in business owner groups: 'I write winning proposals -DM for details' 4. Charge: ₦30,000-₦150,000 depending on the value of the contract being pursued (or the equivalent in your local currency; \$100-\$450 if selling to US/UK clients) 5. Target: contractors, consultants, NGOs seeking donor funding, startups pitching investors

#24

Appointment Booking Setup Service

Set up automated booking systems for doctors, lawyers, coaches, and salons. One Calendly integration connected to Google Calendar means a business never plays phone tag again. It's a one-time setup with lasting value.

Skills From the Course	How to Get Started
• Calendly -booking pages, availability rules, automated reminders • Google Calendar -integrating so bookings appear automatically	1. Enrol and complete the Document Operations section (scheduling tools) 2. Set up your own Calendly as a practice run -test every feature 3. Do one free setup for a doctor, coach, or salon as your portfolio piece

Skills From the Course	How to Get Started
Email basics -confirmation and reminder sequences that run on their own	- Charge: ₦20,000-₦60,000 per complete setup (or the equivalent in your local currency; \$50-\$200 if selling to US/UK clients) - This can be done in 2-3 hours with the right knowledge -high value, short time

#25

Content Repurposing Service

Take a podcast episode, webinar, or long post and turn it into 10-20 pieces of content for different platforms. One input, many outputs. Clients with existing content are your easiest market.

Skills From the Course	How to Get Started
- AI prompting -the advanced skill of breaking down content and reframing for different audiences - Canva -turning text content into carousels, quote cards, and infographics - Content strategy -knowing which format works on which platform for which audience	1. Enrol and complete the Content and AI sections - Repurpose a public YouTube video or podcast episode into 10 pieces as a demo - Show the demo to coaches and speakers who produce long-form content - Charge: ₦40,000-₦120,000/month for repurposing one piece per week (or the equivalent in your local currency; \$100-\$400 if selling to US/UK clients) - This is a perfect fit for content-heavy professionals with more ideas than time

#26

Online Course Assistant

Support trainers and course creators with running their courses: uploading content, managing student messages, sending reminders, keeping the experience smooth. Many solo creators need this but can't afford a full-time employee.

Skills From the Course	How to Get Started
- HubSpot -managing student communications and tracking enrolment - Google Workspace -organising course materials, recordings, and delivery schedules	1. Enrol and complete the full course -you need to understand the tools you'll be supporting - Approach coaches, trainers, and creators running online courses and offer your support - Start with 10 hours/month at a fixed price as a manageable entry package

Skills From the Course	How to Get Started
Email marketing -handling onboarding, reminders, and course completion sequences	- Charge: ₦30,000-₦80,000/month depending on scope and client size (or the equivalent in your local currency; \$100-\$250 if selling to US/UK clients) - This often evolves into a broader operations role as trust is established

#27

Niche Blog / Affiliate Website

Build a website around a specific topic and earn affiliate commissions when readers click your links and buy. This is a slow build -but it compounds into significant passive income over 12-24 months.

Skills From the Course	How to Get Started
- SEO content strategy -articles written to rank and attract consistent search traffic - AI prompting -producing research-backed, useful articles quickly and accurately - Website creation -setting up a clean, functional site without needing a developer	1. Enrol and complete the Website Creation and Digital Marketing sections - Choose a niche with clear buyer intent and available affiliate programmes - Build the site and publish 10 articles before expecting any traffic - Apply to: Amazon Associates, Jumia Affiliate, or SaaS affiliate programmes - Traffic takes 3-6 months to build -the only way to have it in 6 months is to start today

#28

Digital Product Creation (Templates and Tools)

Create and sell Canva templates, Google Sheets trackers, planners, and AI prompt libraries. People pay for well-made tools that save them time. One good template can be sold hundreds of times.

Skills From the Course	How to Get Started
- Canva -polished, editable designs in a range of categories - Google Sheets -functional trackers, financial models, and budget tools - AI prompting -generating content to fill templates (prompt libraries, guides, checklists)	1. Enrol and complete the relevant skill modules - Create 5-10 templates or tools in a niche you understand well - Sell on Etsy, Gumroad, Selar, or directly through social media - Price: ₦2,000-₦10,000 per item; bundle packs for higher cart value (or the equivalent in your local currency; \$5-\$25 if selling to US/UK clients)

Skills From the Course	How to Get Started
	5. One solid template sold 500 times at ₦3,000 = ₦1.5M -create several

#29

Podcast Editing Service

Edit podcast audio for creators and business owners who record but don't know how to clean it up. Remove filler words, normalise audio, add music, deliver a professional episode ready to publish.

Skills From the Course	How to Get Started
• Video and audio editing -the same principles applied to audio-only content • Canva -podcast cover art and audiogram graphics for social media promotion • Content strategy -writing show notes and episode summaries that support podcast discoverability	1. Enrol and complete the Video Editing section -principles carry over to audio 2. Use Descript (free tier) or Audacity and edit 3 sample episodes 3. List on Fiverr: 'Podcast episode edited and delivered in 24 hours from \$25' 4. Reach out to podcasters directly on Spotify and Apple Podcasts in your niche 5. Monthly package: 4 episodes/month at a fixed price for predictable income

#30

Job Search Coaching (Digital Skills Focus)

Help people land jobs using their digital presence -better LinkedIn, stronger CVs, clear personal branding, and interview preparation. Position yourself as someone who's done it and can show others the path.

Skills From the Course	How to Get Started
• CV and LinkedIn optimisation using AI prompting tools • Content strategy -helping clients post on LinkedIn to build visibility • Knowledge of how employers evaluate candidates through digital channels	1. Enrol and complete the full course. especially the job search and monetisation sections 2. Document your own journey with digital skills -this is your best marketing asset 3. Offer 1:1 coaching via Zoom: ₦15,000-₦50,000 per session (or the equivalent in your local currency; \$50-\$150 if selling to US/UK clients) 4. Build a small group programme: 5 people, 4 weeks, fixed curriculum

Skills From the Course	How to Get Started
	5. Post consistent LinkedIn content showing what these skills open -clients will follow

SECTION 3

GROW OR RUN A BUSINESS BETTER

Already running something? Here's how to use these skills to generate more revenue, cut costs, and remove chaos.

#31

Run Your Own Ads and Generate Your Own Leads

Stop depending entirely on referrals. With ads skills, you target exactly the type of customer you want -by age, location, and interest -and measure the return on every naira spent.

Skills From the Course	How to Get Started
• Facebook Ads -campaign structure, audience creation, ad creative selection • Google Ads -search intent targeting, keyword bidding, conversion tracking • Ad analysis -reading which metrics matter and what to adjust when they're off	1. Enrol and complete the Online Ads section 2. Define your ideal customer precisely before spending anything 3. Run a test with ₦10,000-₦20,000 and track your cost-per-lead 4. If it's profitable, scale; if not, adjust creative or targeting before spending more 5. Reinvest a fixed percentage of revenue into ads monthly -predictable growth

#32

Build a System to Never Lose a Customer Enquiry Again

Most businesses lose potential customers because no one follows up. With HubSpot, every enquiry is captured, tracked, and followed up -automatically. This alone can significantly increase your conversion rate.

Skills From the Course	How to Get Started
• HubSpot CRM -capturing contacts, setting up deal pipelines, logging interactions • Email marketing -automated follow-up sequences triggered by specific actions • Google Workspace -integrating with your existing email and calendar	1. Enrol and complete the HubSpot section 2. Map your current sales process on paper first -from enquiry to payment 3. Set up HubSpot to mirror that process with clear stages and automated reminders 4. Connect your enquiry email or web form so leads enter automatically 5. Review your pipeline every Monday -this one habit improves revenue measurably

#33

Build a Website That Sells for You Around the Clock

A good website generates enquiries and sales while you sleep. With the skills from this course, you can build a functional, professional site yourself -without hiring a developer -and update it whenever you need to.

Skills From the Course	How to Get Started
• Website creation -building in Canva, Squarespace, or similar builders • Content planning -knowing what to put on each page to convert visitors to customers • Online payment setup -accepting money from anywhere in any currency	1. Enrol and complete the Website Creation section 2. Map 5 things your ideal customer needs to see before they'll contact or buy 3. Build every page around those 5 things -each page has one job 4. Connect Paystack or Flutterwave for Nigerian customers; Stripe for international 5. Link your Google Business Profile to your site -local search traffic costs nothing

#34

Track Your Business Finances Properly

Most small businesses grow for years without a clear picture of their actual profit. Google Sheets, set up correctly, shows you exactly where money comes from and where it goes -every week.

Skills From the Course	How to Get Started
• Google Sheets -income trackers, expense logs, and profit summary tabs • AI prompting -building formulas, automating calculations, and structuring dashboards	1. Enrol and complete the Document Operations section, specifically the Sheets module 2. Build one master sheet: income tab, expenses tab, profit summary 3. Update it weekly -the discipline matters as much as the tool itself 4. Use it to identify your highest-margin products or services and invest in growing them 5. Share read-only access with your accountant -it saves them time and saves you money

#35

Create All Your Own Marketing Content Without an Agency

Stop paying for every flyer and social post. With Canva and AI tools, you can design quality graphics, write captions, and schedule content -consistently -without a marketing budget that includes agency fees.

Skills From the Course	How to Get Started
• Canva -brand kit setup, template creation, consistent visual identity • AI prompting -30 days of post ideas generated in 30 minutes • Content strategy -knowing what to post and when for your specific business and audience	1. Enrol and complete the Content Skills section 2. Set up your brand kit in Canva: logo, colours, fonts -done once, used forever 3. Use AI to generate a month of post ideas -then create visuals for each batch 4. Schedule posts using Canva's built-in scheduler or a free scheduling tool 5. Track which posts get the most engagement -create more of those and less of everything else

#36

Sell Products Online Without a Physical Store

Using creator platforms and e-commerce tools in this course, you can set up a storefront, list products, accept payment, and fulfil orders from your phone. Physical location becomes optional.

Skills From the Course	How to Get Started
• Creator platform setup -listing products, setting prices, enabling payment • Canva -product images and promotional graphics that look professional • Email marketing -turning first-time buyers into repeat customers	1. Enrol and complete the Website Creation section, especially the storefront tools 2. List your top 3-5 products first -don't wait for a perfect full catalogue 3. Set up Paystack or Flutterwave for Nigerian customers; Stripe for international 4. Drive traffic through social content before spending on ads -build organically first 5. Add email capture at checkout -every buyer becomes a future marketing contact

#37

Get Found on Google Without Paying for Ads

A well-optimised Google Business Profile is free to set up and consistently brings customers who are already searching for what you offer. It's the most underused asset for local businesses.

Skills From the Course	How to Get Started
• Google Business Profile setup -complete optimisation from scratch • Review generation strategy -getting more real reviews ethically • AEO -making sure AI tools also surface your business when people ask	1. Enrol and complete the Digital Marketing section 2. Claim your Google Business Profile if you haven't -it takes 15 minutes 3. Fill every section: hours, services, photos, description with relevant keywords 4. Ask 10 real customers to leave a Google review this week -this moves rankings fast 5. Post updates regularly -active profiles consistently outrank inactive ones

#38

Use AI to Write All Your Business Communications

Proposals, client emails, staff messages, social captions -all drafted in seconds with the right prompts. The time saved across a week, month, and year is significant.

Skills From the Course	How to Get Started
• AI prompting -context-setting so AI produces usable first drafts every time • Google Docs -editing, formatting, and sharing documents professionally • Chain prompting -breaking complex documents into sections and building piece by piece	1. Enrol and complete the AI Prompting and Document sections 2. Identify the 5 documents you write most often in your business 3. Build a saved prompt template for each one -reuse it every time 4. Rule: AI drafts first, you review and edit. Never the other way around 5. Use the time saved for client relationships, business development, or rest

#39

Create Video Content That Grows Your Business

Video is the highest-converting content format for most industries. A product demo, a client testimonial, a quick tip -these outperform static images consistently. You don't need a production team.

Skills From the Course	How to Get Started
• Video planning -scripting, camera setup, lighting, audio quality fundamentals	1. Enrol and complete the Video Skills section 2. Commit to one video per week -a tip, behind-the-scenes, or product highlight

Skills From the Course	How to Get Started
• CapCut / Canva video editing -professional-looking results from your phone • Content strategy -the right type of video for each specific business goal	3. Film on your phone using window light -this costs nothing and works well 4. Edit in CapCut using built-in templates -polished 60-second video in 30 minutes 5. Post on the platform where your actual customers spend time

#40

Build an Email List That Pays You Repeatedly

Social media reach is unpredictable -algorithms change constantly. An email list is an audience you own outright. Every campaign to a real customer list can generate sales without ad spend.

Skills From the Course	How to Get Started
• Email marketing -list building, campaign writing, automation setup • HubSpot or Mailchimp -managing contacts, creating sequences, tracking performance • Content strategy -creating a lead magnet valuable enough that people give their email for it	1. Enrol and complete the Email Marketing section 2. Create one lead magnet: a useful checklist, short guide, or exclusive discount 3. Add an opt-in form to your website and mention it in your social media bio 4. Send value content at least twice per month -don't only email when you're selling 5. Run a campaign to your list before any launch -then measure the revenue it generates

SECTION 4

CREATE INCOME DIRECTLY FROM YOUR SKILLS

These are standalone income streams built by leveraging specific skills. Not quite a job, not quite a business -but real money.

#41

Sell AI-Generated Art and Image Packs

Create and sell collections of AI-generated images: stock photo packs, digital backgrounds, illustration sets, patterns. Platforms like Etsy and Creative Market accept AI-generated assets.

Skills From the Course	How to Get Started
• AI prompting for image generation -precise, high-quality prompts that produce usable results • Visual selection -curating what's actually good enough to sell • Canva -packaging assets into professional, attractive bundles	1. Enrol and complete the AI Prompting section -then practise heavily with image tools 2. Choose a niche: African business illustrations, social media backgrounds, branding graphics 3. Create 20-50 consistent, high-quality images in your chosen style 4. List on Etsy or Creative Market with searchable, accurate descriptions 5. Price: \$5-\$30 per pack; multiple packs build passive income over time

#42

Sell a Prompt Library

Create and sell a curated collection of AI prompts built for a specific profession -teachers, lawyers, HR managers, real estate agents. People want to use AI but don't know how to prompt. You sell the shortcut.

Skills From the Course	How to Get Started
• Advanced AI prompting -understanding deeply what makes a prompt produce excellent results • Knowing your target profession well enough to understand what they actually need AI to do • Google Docs or Canva -presenting the library in a clean, navigable format	1. Enrol and complete the full AI Prompting section -this is the core skill here 2. Choose one profession and list 30-50 tasks they do regularly 3. Write and test a prompt for each task -include only ones that genuinely work 4. Package as a well-designed PDF or Notion document with clear categories

Skills From the Course	How to Get Started
	5. Sell on Gumroad or Selar: ₦5,000-₦20,000 per library (or the equivalent in your local currency; \$15-\$50 if selling to US/UK clients)

#43

Build and Monetise a Newsletter

Grow an email newsletter around a topic you know well -marketing, career growth, parenting, faith, tech. Income comes from sponsorships, paid tiers, affiliate links, and product sales once you have consistent readers.

Skills From the Course	How to Get Started
- Email marketing -list building, consistent delivery, tracking engagement metrics - AI prompting -researching topics and drafting issues faster than manual writing - Content strategy -growing a specific audience around a defined topic	1. Enrol and complete the Email Marketing and Content sections - Choose a very specific audience -the narrower the focus, the faster the growth - Set up on Substack (free) and commit to weekly or bi-weekly publishing - Grow the list by promoting each issue on social media and asking readers to share - Monetise at 500-1,000 engaged subscribers: sponsorships, affiliate links, or paid tier

#44

Sell AI Video Production as a Service

Create short AI-generated ad videos, product showcases, and animations for brands. With tools like Kling, Runway, and equivalents, what once required a production team now needs one skilled person.

Skills From the Course	How to Get Started
- AI video generation -scenes, characters, and product visuals without filming - Video editing -assembling AI-generated clips into branded, coherent video - Script writing with AI -the narrative that makes the video serve a business purpose	1. Enrol and complete the AI Video Generation section - Create 3 sample AI ad videos: one fashion, one food/product, one motivational - Post the samples on LinkedIn and TikTok with a clear call to action for brands - Charge: ₦50,000-₦300,000 per video depending on length and complexity (or the equivalent in your local currency; \$150-\$1,000 if selling to US/UK clients)

Skills From the Course	How to Get Started
	5. International rates for AI video production: \$200-\$2,000 per deliverable

#45

Create and Sell an Online Course

Package what you know into a structured course and sell it repeatedly. Once built, it earns while you sleep. The barrier is not skill -it's starting.

Skills From the Course	How to Get Started
• Content creation -structuring lessons, recording clearly, keeping people engaged • Website or creator platform -hosting and selling the course online • Email marketing -promoting the course to an existing or new audience • AI prompting -building curriculum, writing scripts, creating supporting materials	1. Enrol and complete the GrowthHiveHub course -it models exactly what you'll do 2. Choose a topic you know that others want to learn 3. Outline 6-10 lessons: short, practical, and specific wins over long and theoretical 4. Host on Selar, Teachable, or your own website 5. Launch to your email list first -then run paid ads to scale once it's validated

#46

Offer AI Automation Setup as a Service

Set up AI automation workflows for small businesses -automating enquiry responses, social scheduling, invoice generation, and data entry. Hours of repetitive work eliminated with a few connected tools.

Skills From the Course	How to Get Started
• AI automation -connecting tools and building trigger-based workflows • HubSpot -integrating CRM with external automation tools • AI prompting -building the prompts that power automated responses and outputs	1. Enrol and complete the AI Automation section 2. Build one automation for your own workflow first -document it as a case study 3. Offer to automate one process for a business for free to prove your value 4. Charge: ₦80,000-₦300,000 per automation setup + optional maintenance retainer (or the equivalent in your local currency; \$250-\$1,000 if selling to US/UK clients) 5. Target: busy founders, growing SMEs, and professional service firms

#47

Affiliate Marketing Through Content

Promote other people's products through your social media, newsletter, or website and earn a commission on every sale. Income compounds as your audience grows.

Skills From the Course	How to Get Started
• Content strategy -creating content that genuinely helps people and naturally references products • SEO -writing content that ranks and brings in consistent search traffic • AI prompting -producing enough content to maintain visibility and audience trust	1. Enrol and complete the Content and Digital Marketing sections 2. Choose 2-3 affiliate programmes in a niche you already create content about 3. Create content that helps people first and references the product naturally 4. Disclose affiliate relationships -trust is your most important long-term asset 5. Start with: Amazon Associates, Jumia Affiliate, Selar, or SaaS tool affiliate programmes

#48

Build a Monetised Short-Form Video Channel

Create a TikTok or Instagram Reels presence in a niche, grow an audience, and monetise through the Creator Fund, brand partnerships, and affiliate links -or by directing followers to something you sell.

Skills From the Course	How to Get Started
• Video planning and scripting -understanding what makes short-form content work • CapCut / InShot -fast, clean editing that fits platform expectations • Content strategy -consistency and understanding what the algorithm rewards • AI prompting -generating hooks, ideas, and scripts without burning out on content	1. Enrol and complete the Video and Content sections 2. Choose a niche you can post about consistently for at least 6 months 3. Post 3-5 times per week for the first 90 days -volume creates visibility 4. Engage with every comment in the first hour after posting -the algorithm rewards this 5. Monetise: Creator Fund at 10K followers; pitch brands from 5K+ with strong engagement

#49

Teach Digital Skills as a Trainer

Once you've completed the course and applied the skills, you can teach others -in companies, NGOs, schools, and community groups. The demand for practical digital skills training is growing faster than qualified trainers.

Skills From the Course	How to Get Started
• Full breadth of digital and AI skills from the course • Content creation -packaging your knowledge into clear, teachable lessons • Presentation delivery -training that people actually learn from, not just attend	1. Enrol and complete the full GrowthHiveHub course -you teach what you know 2. Run your first training for free at a local school, church, or community group 3. Document the results: testimonials, photos, and what participants learned 4. Approach companies, NGOs, and government agencies with a clear written proposal 5. Charge: ₦50,000-₦500,000+ per training depending on audience size and duration (or the equivalent in your local currency; \$150-\$1,600 if selling to US/UK clients)

#50

Manage Online Reputation for Professionals

Doctors, lawyers, executives, and politicians care about what appears when someone searches their name. You audit, clean up, and manage their digital footprint -what they can't do themselves and can't afford to ignore.

Skills From the Course	How to Get Started
• AEO and SEO -knowing what search engines and AI tools surface about a person or brand • Google Business Profile -managing public information and reviews proactively • Content strategy -creating positive content that builds credibility over time	1. Enrol and complete the Digital Marketing section, specifically AEO and SEO 2. Google 5 local professionals and document what their search results look like 3. Approach one and present your findings with specific recommendations 4. Charge: ₦30,000-₦80,000 for an audit; ₦50,000-₦150,000/month for ongoing management (or the equivalent in your local currency; \$100-\$450 if selling to US/UK clients) 5. Professionals in law, medicine, and politics are especially willing to pay for this

SECTION 5

EARN MORE IN YOUR CURRENT JOB

You don't have to leave to earn more. These skills make you more valuable where you already are -and the evidence is measurable.

#51

Become the Person Who Makes Documents Look Exceptional

In most organisations, one or two people are known for making things look professional. They get invited into client-facing work, earn trust faster, and get considered for advancement ahead of peers with similar technical skills.

Skills From the Course	How to Get Started
• Google Docs -professional formatting, headers, tables of content, branded layouts • Google Slides -presentation design that impresses clients and leadership • Canva -adding design quality to any document type without a design background	1. Enrol and complete the Document Operations section 2. Volunteer to redesign a report or presentation for your team -without being asked 3. Note the reaction and repeat it on the next opportunity 4. Use this visibility to ask to be involved in all client-facing documents going forward 5. Reference this initiative explicitly in your next performance review or salary conversation

#52

Use AI to Deliver the Output of Two People

When you can produce in 2 hours what normally takes a day, you have visible excess capacity. You can take on more, deliver faster, or build additional skills. In organisations that reward output, AI users advance.

Skills From the Course	How to Get Started
• AI prompting -producing first drafts of reports, emails, proposals in minutes • Chain prompting -breaking complex tasks into manageable AI steps connected together • AI automation -making recurring tasks run with less manual effort	1. Enrol and complete the AI sections 2. Identify the 3 most time-consuming tasks in your current job 3. Build and test AI prompts that handle each one -document your time savings honestly 4. Use the recovered time for high-visibility projects or further skill development 5. When negotiating your next review, point to measurable output improvements with specifics

#53

Run Marketing Campaigns for Your Employer

Even if you're not in a marketing role, being the person who knows how to run ads and create content makes you far more valuable than someone who only does their defined job description.

Skills From the Course	How to Get Started
• Facebook and Google Ads -setting up, running, and reporting on paid campaigns • Content creation -producing materials that actually perform • HubSpot -tracking leads and revenue that come from digital marketing	1. Enrol and complete the Digital Marketing and Ads sections 2. Volunteer to run a small test campaign with a defined budget and clear hypothesis 3. Track and report the results -even a modest improvement proves your value 4. Position yourself as the in-house digital marketing resource over time 5. This makes you harder to replace and much easier to justify promoting

#54

Become the Internal AI Expert at Your Company

Most organisations know they need AI but have no one who uses it effectively. The first person to demonstrate practical AI literacy becomes the go-to resource -and that position brings influence and often pay.

Skills From the Course	How to Get Started
• Advanced AI prompting -role-setting, chain prompting, formatting outputs for professional use • AI automation -connecting tools to reduce repetitive work across departments • Broad knowledge of what AI tools are best suited to which business tasks	1. Enrol and complete the full AI sections of the course 2. Use AI quietly to improve your own output first -don't announce it, demonstrate it 3. Document 3-5 specific wins where AI saved time or improved quality of output 4. Present these to your manager: 'Here's what AI can do for our team specifically' 5. Offer to run a short internal workshop -this positions you as a leader, not just a user

#55

Manage Your Team More Effectively With Digital Tools

Using Trello and Google Workspace to track tasks, manage projects, and communicate clearly makes you a demonstrably better manager. Organisations promote people who bring order to the places they work.

Skills From the Course	How to Get Started
• Trello -building boards your team actually uses and understands • Google Workspace -shared drives, collaborative documents, consistent file organisation • Calendly -managing your own schedule without the back-and-forth email chains	1. Enrol and complete the Document Operations section 2. Set up a Trello board for your current team -even informally at first 3. Introduce shared Google Drive folders as a replacement for emailed attachments 4. Measure the difference in communication clarity and task visibility after 4 weeks 5. Reference this initiative in your next performance review as evidence of leadership capability

SECTION 6

COMBINATIONS THAT UNLOCK HIGHER INCOME

The biggest opportunities come from combining two skills from this course. These pairings are more powerful than either skill alone.

#56

Content Creation + Ads = Performance Marketing

Most freelancers either create content OR run ads. The person who does both -creates the creative AND sets up the campaign AND reads the data -is worth significantly more and commands much higher rates.

Skills From the Course	How to Get Started
• Content creation -ad creatives, videos, and copy that actually convert • Facebook/Google Ads -campaigns built around content you've already made • Analytics -interpreting what the data says and improving both content and targeting	1. Enrol and complete both the Content and Online Ads sections in sequence 2. Run a combined project: create content AND run the ad for one client 3. Document the full result: content made → ad ran → leads or sales generated 4. Charge for the combined service: ₦150,000-₦500,000/month retainer (or the equivalent in your local currency; \$450-\$1,600 if selling to US/UK clients) 5. Call yourself a 'growth partner' not a 'social media manager' -the framing changes pricing

#57

AI Prompting + Canva = Content at Scale

AI generates the ideas and captions. Canva executes the designs. Together, you can produce a full month of content for a business in one working day -something that used to take a team.

Skills From the Course	How to Get Started
• AI prompting -content calendars, captions, and campaign ideas at speed • Canva -design execution, brand kits, templates for repeatable production	1. Enrol and complete both the AI and Content sections together 2. Build a 30-day content production workflow: AI generates, Canva designs, scheduled 3. Offer this as a 'Done in a Day' content package -produce a month in one session

Skills From the Course	How to Get Started
• Claude-to-Canva integration -letting AI design directly inside your Canva workspace	4. Charge ₦100,000-₦300,000 per session; recurring clients pay monthly (or the equivalent in your local currency; \$300-\$1,000 if selling to US/UK clients) 5. This is scalable -a system built once can serve multiple clients simultaneously

#58

Email Marketing + HubSpot = Complete Sales Pipeline

Email marketing brings leads in. HubSpot converts and tracks them. Together, you can offer a business a complete lead-to-sale system -and charge for the value of the outcome, not the hours worked.

Skills From the Course	How to Get Started
• Email marketing -list building, campaign creation, open rate optimisation • HubSpot -CRM setup, pipeline management, automated follow-up sequences • Content creation -lead magnets that make people want to give you their email	1. Enrol and complete both Email Marketing and HubSpot sections 2. Set up the combined email + CRM system for one client as a documented case study 3. Track how many leads entered and how many became customers -that's your pitch 4. Charge for the full system: ₦200,000-₦500,000 setup + monthly management retainer (or the equivalent in your local currency; \$600-\$1,600 if selling to US/UK clients) 5. This is a high-value service because it directly links to business revenue

#59

Video Creation + AI Video = Premium Production

Knowing how to film and edit real footage AND generate AI video means you can produce things no one else can: real footage blended with AI scenes, AI avatars narrating product demos, fully synthetic campaigns.

Skills From the Course	How to Get Started
• Video production -filming, lighting, audio, real footage editing • AI video generation -synthetic scenes, avatars, and visual effects	1. Enrol and complete both Video Skills and AI Video sections 2. Produce one hybrid video combining real and AI-generated elements -this is your showreel 3. This demonstrates a rare capability that most video editors and AI users separately cannot offer

Skills From the Course	How to Get Started
• Storytelling -combining both into something that serves a business objective clearly	4. Target: product brands, course creators, event companies, large NGOs 5. Rates for this capability: ₦150,000-₦1,000,000+ per project (or the equivalent in your local currency; \$450-\$3,000 if selling to US/UK clients)

#60

SEO + AEO + Website = Full Visibility Consultancy

Help businesses be found everywhere people search -on Google, on Maps, and on AI tools like ChatGPT. The combination of SEO, local search, and AI engine optimisation is a new and genuinely underserved service.

Skills From the Course	How to Get Started
• Google Business Profile and local SEO -the foundation of local visibility • AEO -how AI tools recommend businesses and how to influence those recommendations • Website creation -ensuring the site supports search visibility with proper structure and content	1. Enrol and complete the Website and Digital Marketing sections 2. Conduct a full visibility audit: Google ranking, Maps presence, AI mentions 3. Present a 3-part plan: fix the site → optimise Google Business → apply AEO 4. Charge as a premium package -results are measurable and directly tied to revenue 5. Consider results-based pricing: charge per lead generated or position improvement

#61

Canva Design + Video Editing = Full Creative Service

Businesses that need both graphic content and video have to hire two people -or pay a single agency premium. You become the one person who can handle both, at a fraction of agency cost.

Skills From the Course	How to Get Started
• Canva -static graphics, flyers, carousels, branded social content • CapCut/Canva video -short-form video editing, Reels, and product demos	1. Enrol and complete both the Content Design and Video sections 2. Offer a combined monthly package: e.g. 20 graphics + 4 short videos per month 3. This is a stronger offer than either service alone -harder to say no to

Skills From the Course	How to Get Started
• Content strategy -knowing which format to use for which platform and goal	4. Target businesses that currently use separate freelancers for graphics and video 5. Charge: ₦100,000-₦300,000/month -the combined value justifies the rate (or the equivalent in your local currency; \$300-\$1,000 if selling to US/UK clients)

#62

AI Prompting + Document Skills = Executive Support Premium

An assistant who can use AI to produce high-quality drafts AND present them in polished, professional documents is worth far more than one who can only do one. This combination is powerful in corporate, legal, and consulting environments.

Skills From the Course	How to Get Started
• AI prompting -first drafts of reports, proposals, and strategy documents • Google Docs and Slides -professional formatting and document presentation • HubSpot basics -managing contacts and correspondence for the person you support	1. Enrol and complete the AI Prompting and Document Operations sections together 2. Build a sample of an AI-assisted report and a matching presentation as portfolio evidence 3. Target executive assistants, project managers, and senior administrator roles 4. Offer to senior individuals directly as a paid support service 5. Premium VA rates: \$25-\$60/hour for this combination internationally

#63

Facebook Ads + Local SEO = Local Business Growth Package

Many local businesses need both: be found on Google Maps for free and paid traffic from Facebook Ads for faster growth. You offer both as a bundled service -and measure the combined result.

Skills From the Course	How to Get Started
• Facebook Ads -local campaign targeting, radius targeting, offer-based creative • Google Business Profile -full local SEO and review strategy • Content creation -the ad materials and social posts that support both efforts	1. Enrol and complete the Digital Marketing and Ads sections 2. Test this combined approach on one local business -document everything 3. Show the result: 'X more Google calls + Y ad leads per month for ₦Z spend' 4. Package it as a 'Local Growth System' -one price, two channels, one clear result

Skills From the Course	How to Get Started
	5. Target: clinics, schools, restaurants, salons, auto workshops

#64

Email Marketing + Content Creation = Brand Authority Service

Growing a brand online requires consistent, valuable content AND an email strategy that captures and nurtures the audience built by that content. Together, these create compounding audience growth.

Skills From the Course	How to Get Started
- Email marketing -building lists, writing sequences, setting up welcome and nurture flows - Content creation and strategy -the content that grows the audience feeding that list - AI prompting -maintaining consistent output across both without burning out	1. Enrol and complete both Email and Content sections - Map how content attracts followers and how email captures and converts them - Offer this as a 'Brand Growth Retainer' -both components managed monthly - Target: coaches, authors, consultants, and personal brands building an audience - Charge: ₦150,000-₦400,000/month for the combined service (or the equivalent in your local currency; \$450-\$1,200 if selling to US/UK clients)

#65

Website Creation + Storefront + Payment = Complete Online Business Setup

Many entrepreneurs have a business but no online presence at all. You build them a complete digital setup in one engagement: website, product/service listing, and working payment integration.

Skills From the Course	How to Get Started
- Website creation -clean, functional site built and live - Creator storefront tools -product listings, inventory basics, checkout flow - Online payment setup -Paystack or Flutterwave connected and tested	1. Enrol and complete the full Website Creation section - Build one complete setup for a friend's business to document the process - Offer this as a fixed-price package: 'Complete Online Setup in 5 Days' - Charge: ₦80,000-₦250,000 depending on complexity (or the equivalent in your local currency; \$250-\$800 if selling to US/UK clients) - This is highly in-demand -millions of businesses need it and don't know where to start

SECTION 7

OVERLOOKED PATHS WORTH YOUR ATTENTION

Real, consistent income streams that most people walk past. Less competition -not less opportunity.

#66

Set Up Payment Systems for Offline Businesses

Millions of small businesses still collect only cash. Setting up a working online payment system opens new revenue streams for them. This is a simple, valuable, and repeatable service.

Skills From the Course	How to Get Started
• Online payment setup -Paystack, Flutterwave integration • Website creation -building or modifying a simple storefront page • Documentation -clear guides so the business owner can manage day-to-day themselves	1. Enrol and complete the Website and Payment sections 2. Set up a working payment system for yourself as the practice run 3. Target cash-based businesses: tailors, bakers, barbers, market traders 4. Charge: ₦20,000-₦60,000 per setup -a few hours' work with the right knowledge (or the equivalent in your local currency; \$50-\$200 if selling to US/UK clients) 5. Bundle with Google Business Profile setup for a stronger combined offer

#67

Create Animated Explainer Videos for Businesses and NGOs

Businesses and NGOs need explainer videos -60-90 second animations explaining their product, service, or cause. With AI animation tools, what cost ₦500,000 from a studio now costs almost nothing to produce.

Skills From the Course	How to Get Started
• AI video generation -animated and cartoon-style content specifically • Script writing with AI -clear, concise explainer scripts that work in under 90 seconds • AI voiceover -professional narration without booking a studio	1. Enrol and complete the AI Video section, focusing on animation and explainer formats 2. Create one sample explainer for a fictional business as your portfolio piece 3. Target: fintech startups, NGOs, healthcare organisations, government initiatives 4. Charge: ₦80,000-₦300,000 per video locally; \$300-\$2,000 internationally (or the equivalent in your local currency; \$250-\$1,000 if selling to US/UK clients) 5. Fiverr is your entry point for international buyers

#68

Help Businesses Track Inventory With Google Sheets

Many small businesses -pharmacies, retail stores, restaurants -track inventory manually or not at all. A well-built Google Sheets tracker prevents stockouts, tracks costs, and gives the owner real visibility.

Skills From the Course	How to Get Started
• Google Sheets -inventory trackers, reorder alert formulas, cost of goods calculations • AI prompting -building and debugging complex spreadsheet functions quickly	1. Enrol and complete the Document Operations and Sheets sections 2. Build a sample inventory tracker -one version for retail, one for food businesses 3. Demonstrate it live to a shopkeeper or pharmacy -show how it prevents stockouts 4. Charge: ₦20,000-₦60,000 for setup plus a training session on how to use it (or the equivalent in your local currency; \$50-\$200 if selling to US/UK clients) 5. Bundle with a budget tracking sheet for a higher-value combined offering

#69

Create Content for Churches and Religious Organisations

Churches and faith organisations need social media management, event graphics, video editing, newsletters, and website updates -but most can't pay agency rates. A service priced for their context, with real quality, fills a gap.

Skills From the Course	How to Get Started
• Canva -event graphics, announcements, and sermon quote cards • Video editing -service highlights, testimony videos, event recaps • Email marketing -weekly devotionals, event announcements, donor updates	1. Enrol and complete the Content, Video, and Email sections 2. Offer a free month of service to one church to build your portfolio 3. Develop a pricing structure suited to their budget -value still matters 4. Charge: ₦30,000-₦80,000/month depending on deliverables (or the equivalent in your local currency; \$100-\$250 if selling to US/UK clients) 5. Word of mouth in religious communities is powerful -one relationship leads to many

#70

Manage Social Media for Professionals (Doctors, Lawyers, Coaches)

Many professionals need social media presence to attract clients but have no time for it. A doctor posting health tips, a lawyer sharing legal insights, a coach sharing mindset content -all of this builds trust and drives enquiries.

Skills From the Course	How to Get Started
• Content strategy -knowing what professionals should post to build credibility, not look promotional • Canva -clean, professional designs suited to the person's industry • AI prompting -generating topic ideas and draft posts that sound like the professional themselves	1. Enrol and complete the Content and Design sections 2. Create 10 sample posts for a specific professional type as portfolio content 3. Reach out to professionals with strong services but weak social presence 4. Charge: ₦50,000-₦150,000/month depending on output volume (or the equivalent in your local currency; \$150-\$450 if selling to US/UK clients) 5. This is premium positioning -professionals are used to paying for quality services

#71

Build and Sell Done-For-You Social Media Packs

Sell pre-made monthly content packs for specific industries -30 designed posts with captions and hashtags for a restaurant, salon, or fashion store. Buyers just post. No thinking required.

Skills From the Course	How to Get Started
• Canva -professional post designs in bulk using smart templates and brand kits • AI prompting -all captions, hashtags, and post ideas generated at once • Content strategy -content that serves the business goal, not just looks attractive	1. Enrol and complete the Content and Design sections 2. Build your first pack for one industry -30 posts for a food business -and list it 3. Sell on Gumroad, Selar, or your website; promote in WhatsApp business groups 4. Price: ₦10,000-₦30,000 per pack; offer industry-specific versions for different niches (or the equivalent in your local currency; \$25-\$100 if selling to US/UK clients) 5. Build packs for 5-10 industries -a library generates consistent monthly passive income

#72

Become a Digital Skills Trainer in Schools

Secondary schools are beginning to include digital skills in their curriculum but qualified trainers are rare. After completing this course, you can run holiday workshops or approach schools as a visiting trainer.

Skills From the Course	How to Get Started
• Full course breadth -especially the practical, hands-on tools • Presentation and teaching ability -clarity, structure, patience • Content creation -student workbooks, slides, and training materials	1. Enrol and complete the full course and the Monetise section 2. Develop a structured 1-day workshop for SS2/SS3 students 3. Approach private schools and proprietors with a one-page proposal -keep it simple 4. Charge: ₦50,000-₦200,000 per school workshop depending on student numbers (or the equivalent in your local currency; \$150-\$600 if selling to US/UK clients) 5. Scale by partnering with school networks for multi-school delivery

#73

Serve Diaspora-Owned Businesses With Local Marketing

Nigerians abroad own businesses at home and abroad, and many struggle to maintain local marketing from thousands of miles away. You become their local digital arm -consistent, reliable, and results-focused.

Skills From the Course	How to Get Started
• Social media management and content creation -consistent brand presence maintained remotely • Facebook Ads -running and optimising local campaigns on their behalf • HubSpot -keeping their customer base in Nigeria engaged and tracked	1. Enrol and complete the Digital Marketing, Content, and Ads sections 2. Build 2-3 local case studies first before approaching diaspora clients 3. Use LinkedIn and diaspora community Facebook groups to market yourself 4. Charge in dollars or pounds -\$200/month to a UK business owner is very reasonable 5. This is one of the clearest paths to consistent foreign currency income from Nigeria

#74

Offer a 'Digital Health Check' Audit to Small Businesses

A paid audit of a business's digital presence -Google visibility, website quality, social media, email marketing, and online reputation -with a clear, prioritised report. Most businesses don't know what's missing until you show them.

Skills From the Course	How to Get Started
• Combination of SEO, AEO, social media, website, and email knowledge -the full picture • AI prompting -conducting competitive analysis and summarising findings quickly • Google Docs -presenting a professional audit report that's clear and actionable	1. Enrol and complete the full course 2. Build an audit template covering 6-8 key areas of digital presence 3. Offer audits to small businesses: ₦30,000-₦80,000 per report (or the equivalent in your local currency; \$100-\$250 if selling to US/UK clients) 4. Present findings with a prioritised action list -quick wins listed first 5. Follow up with an offer to implement the recommendations -the audit is your sales tool

#75

Create AI-Generated Cartoon and Kid-Safe Content

There is genuine demand for AI-generated cartoon content -educational animations, Bible stories, safety lessons -featuring African children and contexts. Schools and parents will pay because this content barely exists yet.

Skills From the Course	How to Get Started
• AI video and animation -cartoon-style characters and educational scenes • Script writing -age-appropriate content that educates or entertains clearly • AI voiceover -child-friendly narration in appropriate tones	1. Enrol and complete the AI Video section, focusing on animation 2. Create one 2-3 minute animated story featuring African child characters 3. Share in parent and teacher WhatsApp groups -get genuine feedback 4. Monetise via: school licences, YouTube AdSense, parent subscriptions, or direct sales to content brands 5. This niche is early -starting now puts you ahead of a wave that's coming

SECTION 8

25 MORE WAYS TO GROW YOUR INCOME

Additional income paths built on the same digital and AI skills. Each one is a real opportunity. Pick the ones that fit your situation and go deep.

#76

AI Chatbot Setup for Small Businesses

Set up AI-powered chatbots for small business websites and WhatsApp accounts. A chatbot answers enquiries, qualifies leads, and responds to FAQs around the clock -so the business owner doesn't have to.

Skills From the Course	How to Get Started
• AI automation -connecting chatbot tools to websites and messaging platforms • AI prompting -writing the conversation scripts that power the chatbot responses • HubSpot -routing chatbot-captured leads into the CRM automatically	1. Enrol and complete the AI Automation and HubSpot sections 2. Build a working chatbot for your own business or a friend's as a portfolio piece 3. Target: retail shops, service providers, coaches, and healthcare practices 4. Charge: ₦50,000-₦150,000 per setup; optional monthly maintenance retainer (or the equivalent in your local currency; \$150-\$450 if selling to US/UK clients) 5. WhatsApp Business chatbot setups are especially in demand -most businesses have no idea this exists

#77

LinkedIn Content Manager for Executives

Write and post LinkedIn content for senior executives who know they need a personal brand but have no time to build one. Ghost-writing for LinkedIn is a growing service with significant demand from CEOs, directors, and consultants.

Skills From the Course	How to Get Started
• AI prompting -capturing the executive's voice and ideas, then drafting polished posts • Content strategy -knowing what content builds authority versus what looks promotional	1. Enrol and complete the Content and AI sections 2. Write 10 sample LinkedIn posts in different executive voices to demonstrate range 3. Reach out to founders and senior professionals with large followings but inconsistent posting

Skills From the Course	How to Get Started
• Google Docs -managing content calendars and sharing drafts for approval	4. Charge: ₦80,000-₦250,000/month for 8-12 posts per month (or the equivalent in your local currency; \$250-\$800 if selling to US/UK clients) 5. Package with profile optimisation -the profile and the content work together

#78

Digital Storefront Setup for Market Traders

Help market traders and artisans go online. Set up a product page, connect payment, and show them how to promote it. One setup session can change a trader's business permanently.

Skills From the Course	How to Get Started
• Creator storefront tools -listing products with photos, prices, and checkout • Online payment setup -Paystack or Flutterwave connected and tested end-to-end • Canva -professional product images that look polished even on a phone	1. Enrol and complete the Website Creation and Payment sections 2. Build one complete storefront for a real trader in your area -document it 3. Approach markets, artisan clusters, food vendors, and fashion sellers 4. Charge: ₦25,000-₦80,000 per complete setup including product photos (or the equivalent in your local currency; \$100-\$250 if selling to US/UK clients) 5. Offer a simple training session on managing the store -clients pay more for independence

#79

Ad Creative Production for Marketing Agencies

Supply marketing agencies with ready-to-use ad creatives -graphics, short videos, and copy. Agencies outsource creative production constantly. If you can deliver fast and on-brand, you become a recurring supplier.

Skills From the Course	How to Get Started
• Canva -ad-ready graphics in multiple formats: square, story, banner • AI video generation -short product ad clips without filming	1. Enrol and complete the Content Design and AI Video sections 2. Build a sample creative pack: 5 graphics + 2 short videos for a fictional brand 3. Approach small digital agencies and freelance ad managers as your first clients

Skills From the Course	How to Get Started
• AI prompting -ad copy that matches the brand tone and converts	4. Charge per pack or on retainer: ₦80,000-₦250,000/month for consistent delivery (or the equivalent in your local currency; \$250-\$800 if selling to US/UK clients) 5. Speed and reliability matter more than perfection here -agencies need files on time

#80

Automate Repetitive Tasks for a Business Owner

Identify the three most time-consuming repetitive tasks in a business and eliminate them with AI automation. Businesses pay well for time recovered -especially when you can demonstrate it clearly.

Skills From the Course	How to Get Started
• AI automation -building trigger-based workflows across connected tools • AI prompting -creating the logic that powers automated decisions and responses • Google Workspace -integrating automation with existing tools the business already uses	1. Enrol and complete the AI Automation section fully 2. Audit one business for repetitive tasks: report generation, follow-up emails, invoice sending 3. Build one automation for free as a proof-of-concept -demonstrate the hours saved 4. Charge: ₦80,000-₦300,000 per automation; recurring revenue from maintenance (or the equivalent in your local currency; \$250-\$1,000 if selling to US/UK clients) 5. Position yourself as an AI Operations Consultant -a role with almost no competition yet

#81

Google Ads Campaign Manager

Run Google Search ads for businesses that want customers actively searching for their service. Unlike Facebook, Google targets intent -people who are already looking. That makes conversions faster and clients happier.

Skills From the Course	How to Get Started
• Google Ads -campaign setup, keyword research, bidding strategy, conversion tracking • Ad analysis -reading performance data and making systematic improvements	1. Enrol and complete the Online Ads section, focusing on the Google Ads module 2. Run a test campaign for your own or a friend's service business with a small budget 3. Document cost-per-click, impressions, and leads generated from the test

Skills From the Course	How to Get Started
• Google Business Profile -connecting the ad to a complete local presence for better results	4. Charge: management fee ₦70,000-₦250,000/month + a percentage of ad spend (or the equivalent in your local currency; \$200-\$800 if selling to US/UK clients) 5. Target: professional service firms, healthcare, legal, education -high-value customers per lead

#82

TikTok Content Strategy and Growth Service

Help brands and individuals grow on TikTok with a structured content strategy. TikTok's algorithm rewards consistency and relevance -and most Nigerian businesses have not started yet. Early mover advantage is real.

Skills From the Course	How to Get Started
• Content strategy -understanding TikTok's algorithm and what content it rewards • Video planning and editing -scripts, hooks, pacing, and captions optimised for short-form • AI prompting -generating video ideas and hooks quickly across multiple industries	1. Enrol and complete the Video and Content sections 2. Study 10 fast-growing brand TikTok accounts in one niche to understand what works 3. Create a content strategy document for a sample brand as your portfolio piece 4. Charge: strategy + 12 videos/month at ₦80,000-₦200,000/month (or the equivalent in your local currency; \$250-\$600 if selling to US/UK clients) 5. Add TikTok Ads management for clients who want faster growth on top of organic

#83

Monthly Financial Report Designer

Turn raw financial data into clean, professional monthly reports that business owners can actually read and use. Most SME owners have the numbers but no way to make sense of them visually. You become their financial translator.

Skills From the Course	How to Get Started
• Google Sheets -structured data tables, charts, profit summaries, and trend analysis • Canva or Google Slides -transforming spreadsheet outputs into visual dashboards	1. Enrol and complete the Document Operations section, especially Google Sheets 2. Build a sample monthly report for a fictional business showing revenue, expenses, and margin 3. Target: SME owners, NGOs, and early-stage startups who lack a full-time accountant

Skills From the Course	How to Get Started
• AI prompting -generating written insights and commentary on the financial data quickly	4. Charge: ₦30,000-₦100,000/month for a clean report delivered on the 5th of each month (or the equivalent in your local currency; \$100-\$300 if selling to US/UK clients) 5. Bundle with budget tracking setup for a higher initial package value

#84

Build Sales Funnels for Online Businesses

Design and set up the step-by-step journey that takes a stranger online and converts them into a paying customer. A working funnel runs continuously and generates leads even when the owner is not working.

Skills From the Course	How to Get Started
• Website creation -landing page setup with clear value proposition and call to action • Email marketing -the automated follow-up sequence that converts leads over time • Facebook Ads -the traffic source that fills the top of the funnel consistently	1. Enrol and complete the Website, Email, and Ads sections together 2. Map out a complete funnel on paper first: ad → landing page → email sequence → sale 3. Build one funnel for a coaching client or digital product seller as your case study 4. Charge: ₦150,000-₦500,000 for a complete funnel setup end to end (or the equivalent in your local currency; \$450-\$1,600 if selling to US/UK clients) 5. Performance-based pricing is possible here -charge per lead generated once the funnel is proven

#85

Corporate Training on AI Tools for Employees

Train company teams on how to use AI tools practically in their daily work. Organisations are scrambling to upskill their staff but lack qualified facilitators. After completing this course, you can fill that gap.

Skills From the Course	How to Get Started
• Full AI skills from the course -prompting, automation, tool selection, and practical application • Presentation and training delivery -turning complex tools into	1. Enrol and complete the full course, especially the AI and Monetise sections 2. Develop a structured half-day or full-day AI training curriculum for office teams

Skills From the Course	How to Get Started
approachable learning for non-technical staff • Google Slides and Canva -building professional training materials and workbooks	3. Approach HR departments and L&D managers in mid-size companies with a one-page proposal 4. Charge: ₦200,000-₦1,000,000 per session depending on audience size and duration (or the equivalent in your local currency; \$600-\$3,000 if selling to US/UK clients) 5. Add follow-up coaching packages -many companies want ongoing support after the training

#86

Podcast Launch Package Service

Help professionals and businesses launch their podcast from zero: strategy, branding, equipment guidance, first episode setup, and distribution. Many want to start but are overwhelmed by the steps involved.

Skills From the Course	How to Get Started
• Audio editing -producing a polished pilot episode that sounds professional • Canva -podcast artwork, social media graphics, and episode audiograms • Content strategy -episode planning, show format, audience positioning, and guest strategy	1. Enrol and complete the Video Editing and Content sections 2. Launch your own or a sample podcast as a portfolio demonstration 3. Offer a fixed 'Podcast Launch Package': strategy + branding + first 3 episodes edited 4. Charge: ₦100,000-₦300,000 per launch package (or the equivalent in your local currency; \$300-\$1,000 if selling to US/UK clients) 5. Follow up with a monthly editing retainer once the podcast is running

#87

Canva Template Business (Passive Income)

Design and sell editable Canva templates on Etsy, Gumroad, or your own website. A well-designed template sold across a global platform generates income from buyers you'll never speak to.

Skills From the Course	How to Get Started
• Canva -master-level template design with brand kits, fonts, and smart layouts	1. Enrol and complete the Content Design section, especially the Canva modules 2. Research top-selling Canva templates on Etsy to understand demand before designing

Skills From the Course	How to Get Started
• AI prompting -generating template content, names, and listing copy that ranks on search • Content strategy -understanding which niches buy templates most actively	3. Create 5-10 high-quality templates in one niche: resumes, pitch decks, Instagram kits 4. List on Etsy or Gumroad with keyword-rich descriptions targeting real search terms 5. Price: \$7-\$35 per template; bundle packs increase average order value significantly

#88

Run Ads for Political Campaigns and NGOs

Political campaigns and NGOs need digital reach but often lack the internal skills to get it. Running awareness campaigns, event promotion, or voter outreach via Facebook and Google is a specialised and well-paying niche.

Skills From the Course	How to Get Started
• Facebook Ads -awareness campaign setup, audience targeting, reach optimisation • Canva -campaign graphics, flyers, and branded event materials • Content strategy -messaging that resonates with a specific community or demographic	1. Enrol and complete the Online Ads and Content sections 2. Run one awareness campaign for a community initiative or local NGO as your entry point 3. Document reach, engagement, and outcomes to build your track record 4. Charge: ₦150,000-₦600,000/month plus a percentage of the ad budget managed (or the equivalent in your local currency; \$450-\$1,900 if selling to US/UK clients) 5. Political cycles create intense short-term demand -one campaign can be life-changing income

#89

Social Media Account Audit Service

Conduct paid audits of business social media accounts -what's working, what's wasted, what's missing. Business owners can't see what they're missing. You show them specifically, then offer to fix it.

Skills From the Course	How to Get Started
• Content strategy -evaluating whether the content mix matches the business goal • AI prompting -competitor analysis and benchmarking quickly across platforms	1. Enrol and complete the Content and Digital Marketing sections 2. Build an audit template: profile completeness, posting frequency, engagement rate, content mix 3. Audit 3 real accounts for free and document your findings as portfolio pieces

Skills From the Course	How to Get Started
• Google Docs -presenting a clear, professional audit report with prioritised recommendations	4. Charge: ₦25,000-₦80,000 per audit report (or the equivalent in your local currency; \$100-\$250 if selling to US/UK clients) 5. Use the audit as your sales tool -the report ends with an offer to implement the fixes

#90

WhatsApp Marketing Campaign Manager

Design and run WhatsApp broadcast campaigns for businesses with existing customer lists. WhatsApp has the highest open rate of any messaging channel. Most businesses in Nigeria have the contacts but no strategy.

Skills From the Course	How to Get Started
• Email marketing principles -segmentation, timing, message sequences, and offer structure • AI prompting -writing persuasive, conversational WhatsApp messages that feel personal • HubSpot or equivalent -managing contact lists and tracking campaign results	1. Enrol and complete the Email Marketing and HubSpot sections 2. Run a test WhatsApp campaign for your own audience or a willing business owner 3. Track: message open rate, response rate, and conversions generated 4. Charge: ₦40,000-₦150,000 per campaign setup and execution (or the equivalent in your local currency; \$100-\$450 if selling to US/UK clients) 5. Target: event organisers, retailers, fashion sellers, and churches with large contact bases

#91

Personal Brand Builder for Professionals

Help individuals build their personal brand online -LinkedIn presence, Instagram authority, website, and consistent content. Professionals pay premium rates for services that position them as experts in their field.

Skills From the Course	How to Get Started
• Content strategy -building a coherent brand narrative across multiple platforms	1. Enrol and complete the Content, Design, and Digital Marketing sections 2. Build your own personal brand as your living portfolio and proof of concept

Skills From the Course	How to Get Started
• Canva -professional personal brand visuals: headshots, branded templates, highlights covers • AI prompting -generating consistent content ideas aligned with the individual's expertise	3. Offer a Personal Brand Starter Pack: profile optimisation + content strategy + 30 posts 4. Charge: ₦100,000-₦350,000 for the full starter package (or the equivalent in your local currency; \$300-\$1,100 if selling to US/UK clients) 5. Target: consultants, doctors, lawyers, speakers, and career professionals building credibility

#92

E-commerce Product Description Writer (AI-Assisted)

Write product descriptions, titles, and category copy for online stores. Good product copy increases conversion rates. With AI, you can produce hundreds of descriptions quickly, making bulk projects viable.

Skills From the Course	How to Get Started
• AI prompting -generating persuasive, SEO-friendly product descriptions at scale • SEO content strategy -keywords and language that help products rank in search results • Google Docs -organising and delivering copy in bulk for easy client import	1. Enrol and complete the AI Prompting and Content sections 2. Write 20 sample product descriptions across different categories as your portfolio 3. Target: Jumia sellers, Shopify store owners, fashion brands, and Amazon sellers 4. Charge: ₦2,000-₦7,000 per product description; bulk rates for 50+ items (or the equivalent in your local currency; \$5-\$20 if selling to US/UK clients) 5. Offer SEO-optimised titles + descriptions as a bundle -the combination is more valuable than either alone

#93

Grant Proposal Writing for NGOs and Startups

Write compelling grant applications for NGOs, community organisations, and early-stage startups. Grants can be worth millions of naira or thousands of dollars. A good proposal writer earns a percentage or flat fee for that outcome.

Skills From the Course	How to Get Started
• AI prompting -researching grant requirements, structuring arguments, and drafting compelling narratives	1. Enrol and complete the AI Prompting and Document Operations sections 2. Research 10 active grant opportunities in Nigeria and internationally to understand requirements

Skills From the Course	How to Get Started
• Google Docs -professional formatting and version control for complex multi-section documents • Business and programme logic -understanding what grant reviewers are evaluating	3. Write one sample grant application for a fictional NGO as your portfolio piece 4. Charge: ₦50,000-₦300,000 flat fee or 2-5% of the grant value if successful (or the equivalent in your local currency; \$150-\$1,000 if selling to US/UK clients) 5. Target: community NGOs, youth organisations, social enterprises, and university research teams

#94

Event Promotion and Ticket Sales Setup

Handle the complete digital promotion and ticket sales setup for events: social media content, flyers, paid ads, and an online payment link for tickets. Event organisers need this but most don't know how to do it themselves.

Skills From the Course	How to Get Started
• Canva -event flyers, countdown graphics, and speaker announcement cards • Facebook Ads -event promotion targeting people by interest, location, and behaviour • Creator platform or payment tools -setting up ticket sales with automated delivery	1. Enrol and complete the Content Design, Ads, and Payment sections 2. Promote one event for a friend or organisation for free to build your track record 3. Document the outcome: tickets sold, reach, and cost per attendee acquired 4. Charge: ₦50,000-₦200,000 per event promotion package plus a percentage of ticket revenue (or the equivalent in your local currency; \$150-\$600 if selling to US/UK clients) 5. Target: conferences, concerts, church events, training programmes, and weddings

#95

AI-Assisted Market Research Service

Conduct fast, structured market research for businesses launching products or entering new markets. With AI, you can synthesise competitor data, customer insights, and market sizing in hours rather than weeks.

Skills From the Course	How to Get Started
• AI prompting -structured research, competitor analysis, and market sizing queries	1. Enrol and complete the AI and Document Operations sections

Skills From the Course	How to Get Started
• Google Docs and Slides -presenting research in a clear, professional report format • Content strategy -understanding what information businesses actually need to make decisions	2. Produce a sample market research report on a Nigerian industry as your portfolio piece 3. Target: product launchers, startup founders, brand managers, and consultants 4. Charge: ₦80,000-₦300,000 per research report depending on depth and scope (or the equivalent in your local currency; \$250-\$1,000 if selling to US/UK clients) 5. Turnaround time is your competitive edge -AI lets you deliver in days, not months

#96

TikTok Ads Campaign Manager

Run paid advertising on TikTok for product brands and businesses targeting younger audiences. TikTok Ads are still cheaper than Facebook Ads in many niches, with strong conversion rates for the right products.

Skills From the Course	How to Get Started
• TikTok Ads -campaign setup, creative formats, audience targeting, and bid strategy • Video editing -short-form ad creatives that feel native to the TikTok feed • Ad analysis -reading TikTok-specific metrics and improving performance over time	1. Enrol and complete the Online Ads section, specifically the TikTok module 2. Run a small test campaign for a product you own or a friend's business 3. Document CPM, CTR, and conversion data -even one successful test is enough to sell with 4. Charge: management fee ₦70,000-₦200,000/month plus ad spend percentage (or the equivalent in your local currency; \$200-\$600 if selling to US/UK clients) 5. Target: fashion brands, consumer products, food businesses, and digital products

#97

Trello Project Management Setup for Teams

Set up and optimise Trello boards for teams and businesses that need better task coordination. Most teams have chaos disguised as productivity. One well-built Trello system changes how a team works permanently.

Skills From the Course	How to Get Started
• Trello -boards, lists, cards, automations, calendar view, and team workflows • Google Workspace -integrating Trello with Drive, Docs, and Calendar • AI prompting -generating process maps and standard operating procedures quickly	1. Enrol and complete the Document Operations section, especially the Trello module 2. Build a sample Trello workspace for a project management scenario as your portfolio 3. Target: SMEs, NGOs, school administrations, and growing freelance teams 4. Charge: ₦30,000-₦100,000 for setup plus a training session for the team (or the equivalent in your local currency; \$100-\$300 if selling to US/UK clients) 5. Offer to document their processes as SOPs at the same time -a natural and high-value add-on

#98

AI Clone Video Service for Entrepreneurs

Help entrepreneurs create a video clone of themselves using AI -so they can produce video content at scale without constantly appearing on camera. One recording session generates unlimited future content.

Skills From the Course	How to Get Started
• AI video generation -creating a realistic video clone with matching voice and movement • Script writing with AI -producing the content that the clone will deliver • Video editing -polishing the AI output to professional broadcast standard	1. Enrol and complete the AI Video Generation section thoroughly 2. Create your own video clone as a demonstration -this is your most powerful sales tool 3. Target: coaches, YouTubers, e-learning creators, and busy entrepreneurs with large audiences 4. Charge: ₦100,000-₦500,000 for clone creation and first content batch (or the equivalent in your local currency; \$300-\$1,600 if selling to US/UK clients) 5. International demand is significant -list on Fiverr Pro and LinkedIn for global clients

#99

Digital Skills Coaching for Retirees and Career Changers

Coach professionals over 45 who are re-entering the workforce, starting a business, or transitioning careers and need to get digital-ready. This is an underserved group willing to pay for patient, practical guidance.

Skills From the Course	How to Get Started
• Full course breadth -especially Google Workspace, AI tools, and content creation • Teaching patience and clarity -breaking tools down for people who didn't grow up with them • Content creation -building simple, accessible guides and practice materials for this audience	1. Enrol and complete the full course, especially the Monetise and Get a Job sections 2. Offer a free first session to 3 people in this demographic and gather honest feedback 3. Develop a 4-6 week coaching programme: one core digital tool or skill per week 4. Charge: ₦20,000-₦60,000/month per individual; group sessions reduce cost per person (or the equivalent in your local currency; \$50-\$200 if selling to US/UK clients) 5. LinkedIn, church groups, and alumni networks are your best marketing channels for this audience

#100

Build a Digital Agency With Course Graduates

Partner with other graduates of this course to form a micro-agency offering a full suite of digital services. One person handles ads, another handles content, another handles websites. Collectively you can serve clients that no individual could handle alone.

Skills From the Course	How to Get Started
• Full course breadth -each partner brings depth in a specific skill area • HubSpot -managing client relationships, pipelines, and communications as a team • Business operations -scoping, pricing, delivering, and growing a service business professionally	1. Enrol and complete the full course -then identify 2-3 other graduates with complementary skills 2. Define your service menu clearly: what you offer, what you charge, what you will not do 3. Take on one shared client project to test your collaboration before marketing openly 4. Target mid-size businesses that need more than a single freelancer but can't afford an agency 5. Charge agency rates: ₦300,000-₦1,500,000/month for full-service digital retainers (or the equivalent in your local currency; \$1,000-\$4,800 if selling to US/UK clients)

READY TO START?

Every path in this book starts with the same first step.

Enrol in The Complete Digital & AI For Business Growth Course

<https://growthhivehub.com/dbgmcourse/>

growthhivehub.com

WHAT NEXT STEP FITS YOU?

About GrowthHiveHub

20 years ago, knowing how to read and write was the key to participating in the world. It opened doors to education, opportunities, and growth.

Today, that key has changed.

We now live in a world where understanding digital tools and AI is the new form of literacy. It determines how effectively you can work, learn, earn, and grow.

At GrowthHiveHub, we believe that no one should be left behind in this new era.

That's why we are building a place where anyone regardless of background, profession, or experience level can learn how to use digital and AI tools in a simple, practical, and powerful way.

GrowthHiveHub helps individuals, teams, and organisations build real digital and AI skills that lead to employment, better performance, and business growth.

We don't just teach theory, we help you apply skills to real work, real business, and real opportunities.

START YOUR DIGITAL & AI JOURNEY (FOR INDIVIDUALS)

If you are looking to gain practical digital skills, become employable, or build income using AI and online tools:

👉 Enrol in the Complete Digital & AI for Business Growth Course

growthhivehub.com/dbgmcourse/



GrowthHiveHub

Complete Digital skills & AI Super Course.

This all-in-one program helps you gain the digital skills you need to grow, manage, and scale a modern business or career.

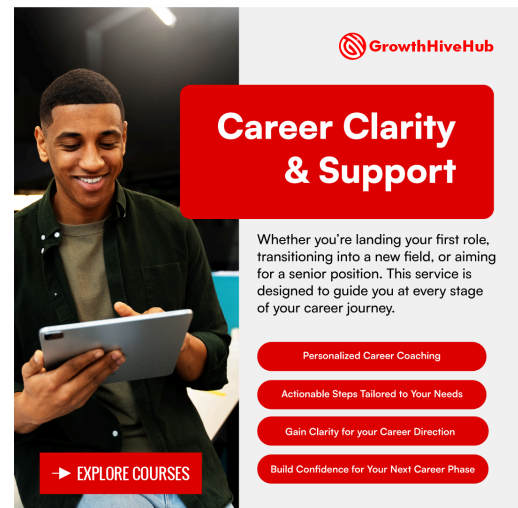
- Over 30 comprehensive learning modules
- Practical and Career Focused
- Learn at Your Own Pace
- Certificate of Completion

➔ <http://growthhivehub.com/dbgmcourse/>

NEED CAREER GUIDANCE OR HELP DECIDING?

If you are unsure about your next step, or want clarity on how to use these skills to get a job or freelance:

👉 Book a Career Strategy Session
(We help you map your skills to real opportunities)
<https://growthhivehub.com>



The banner features a smiling man in a dark shirt holding a tablet. To his right is a red box with the text 'Career Clarity & Support'. Below this, a paragraph explains the service: 'Whether you're landing your first role, transitioning into a new field, or aiming for a senior position. This service is designed to guide you at every stage of your career journey.' At the bottom right, four red buttons list the benefits: 'Personalized Career Coaching', 'Actionable Steps Tailored to Your Needs', 'Gain Clarity for your Career Direction', and 'Build Confidence for Your Next Career Phase'. A red button at the bottom left says 'EXPLORE COURSES'.

GET TRAINING FOR YOUR ORGANISATION

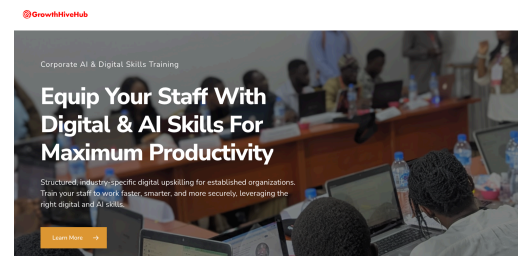
If you are a business, team, school, NGO, or organisation that wants tailored training built around your specific goals:

👉 Request a Custom Training for Your Organisation
We design and deliver training based on your team's needs, structure, and objectives.

Our Process:

- You fill our interest form
- We schedule a call to understand your needs
- We design a customised curriculum
- We deliver the training
- We provide follow-up support

👉 Fill the Brief Form: growthhivehub.com/forbusinesses



The banner shows a group of people in a classroom setting. Overlaid text includes the GrowthHiveHub logo, 'Corporate AI & Digital Skills Training', and the headline 'Equip Your Staff With Digital & AI Skills For Maximum Productivity'. A sub-headline reads: 'Structured, industry-specific digital upskilling for established organizations. Train your staff to work faster, smarter, and more securely, leveraging the right digital and AI skills.' A yellow 'Learn More' button is at the bottom.