

FREE REPORT FROM GARY UNSWORTH

5 SECRETS TO

MAKE

MONEY

WITH AI

**THAT ALL CREATORS MUST KNOW
STARTING RIGHT NOW**



Gary Unsworth

Before You Start...

Everyone's telling you to "use AI to make money." Almost nobody is telling you *how* — specifically, step by step, in a way that actually produces a dollar.

This report is five of those specifics. Not theory. Not hype. Five things you can act on today, each one built around free or nearly-free AI tools you already have access to.

How to use this: Read all five once through. Then pick just one and act on it this week. The people who get results from this report are never the ones who read it — they're the ones who use it.

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One more thing. There's a 6th secret at the end of this report that we don't include here. You'll see why when you get there — and how to unlock it in under thirty seconds.

AI doesn't replace you. It clones the parts of you that make money.

01

Most people use AI like a vending machine. They type in a request, get one email or one social post, use it once, and start over tomorrow. That's helpful, but it barely scratches the surface of what AI can do.

The real advantage comes from **multiplication**.

Think about something you've already created that worked. Maybe it was an email that got unusually high clicks, a Facebook post that generated comments, a video that brought in leads, or simply an idea people responded to. That result is telling you something important: **the message works**.

Instead of trying to invent another winner, give the winner to AI and make it work harder.

That one email can become a five-post social campaign, a 60-second video script, a blog article, three new subject lines, a lead-magnet idea, and a follow-up email. Suddenly you're not staring at seven empty screens trying to decide what to say. You're distributing one proven idea seven different ways.

Try this today: Find one piece of content you've already created that performed well. If you're brand new, choose the idea you believe is strongest. Run the prompt below and publish at least two of the variations it creates.

That's the shift: stop asking AI to constantly create *for* you and start teaching it to **multiply what already works for you**.

And once you understand how to make AI recognize and reproduce your winners, there's an even more powerful question: **What if AI could recognize those opportunities before you even knew what to ask it for?**

POWER PROMPT — COPY INTO CHATGPT OR CLAUDE

"Here is my best-performing post/email/idea: [paste it]. Turn this into 5 variations for 5 different platforms (email, X, Instagram caption, short video script, blog intro), keeping the core hook identical but adapting tone and format to each platform."

The "one prompt profit loop" builds an income stream before your coffee's cold.

02

Here's one of the biggest mistakes beginners make with AI: they expect the perfect result from the perfect prompt.

That's not how the best work gets created.

Instead, think of AI as a ridiculously fast collaborator. Give it a starting point, look at what comes back, then tell it what to improve. **That second instruction is where things get interesting.**

Suppose you have an idea for a short guide about getting better sleep. First, ask AI to outline it. Then say, "Expand section one with practical examples." Next: "Turn those examples into a checklist." Then: "Rewrite this so a complete beginner can follow it."

You just turned one vague idea into several pieces of a real product.

That's the **profit loop**: Output becomes input. Each response gives you the raw material for the next instruction. Instead of repeatedly returning to a blank screen, you're refining something that gets more useful and valuable with every pass.

Try this today: Take one subject you know something about and ask AI to turn it into a simple digital product. Don't worry about whether the first response is great. Give it three follow-up instructions. Expand something. Improve something. Package something.

You'll quickly discover that prompting isn't really about knowing the magic words. It's about knowing **what AI should do next.**

And that's important, because there is a way to eliminate much of that decision-making too. We'll come back to that after Secret Five.

POWER PROMPT — COPY INTO CHATGPT OR CLAUDE

"I want to turn this idea into a sellable digital product: [describe idea]. Give me a full outline first. Then, one section at a time, ask me if I want to expand, simplify, or skip it before moving to the next section."

You don't need a following. You need proof AI can't fake for you.

03

A thousand followers sounds impressive. One genuine result can be considerably more valuable.

That's because AI has made ordinary content incredibly cheap. Anyone can generate polished posts, clever headlines and professional-looking copy in seconds. What AI **cannot manufacture for you is genuine experience.**

You need something real.

Fortunately, it doesn't need to be spectacular. If you're teaching a method, use it yourself and document the result. If you're providing a service, help one person and record what changed. If you're recommending a tool, demonstrate something you actually accomplished with it.

Then let AI amplify the evidence.

A single result can become a case-study post, an email story, a short video script, a before-and-after breakdown, or the opening of a sales page. You're no longer saying, "Trust me, this works." You're showing people something that happened and letting them draw the obvious conclusion.

Try this today: Identify one result you can legitimately document. Write down three things: what the situation was before, what you did, and what changed afterward. Give those facts to AI and have it create three different pieces of content around them.

If you don't have a result yet, make getting **one small result** your objective rather than getting 1,000 followers.

Because AI can amplify almost anything you give it, but the most powerful fuel you can give it is something true.

There's just one problem: proof still needs somewhere to send people. That's where Secret Four changes the game.

POWER PROMPT — COPY INTO CHATGPT OR CLAUDE

"Here's a real result I got: [describe it]. Write 3 short posts that turn this single result into proof-driven content for [platform], without sounding like a testimonial ad."

The invisible income stream runs while you sleep — on purpose.

04

Making money online becomes much more interesting when you stop thinking about individual posts and start thinking about **paths**.

Here's the simplest version:

Someone discovers you. They request something useful. They receive an offer.

That's it.

Your content might be a post, video, article or ad. Instead of merely hoping somebody remembers you, it points them toward a useful free resource: a checklist, guide, template, report or mini-training.

To receive it, they join your email list. Now AI-written follow-up can continue the conversation automatically, introducing your solution and directing interested people toward an offer.

One piece of content can therefore produce leads days or even months after you created it. Your emails don't care whether you're working, sleeping, eating dinner or sitting on a beach. The system keeps doing what you designed it to do.

You're actually standing inside one of these systems right now.

Think about how you got this report. Something caught your attention, offered you something useful, and moved you to the next step. That's not an accident. **That's the model.**

Try this today: Sketch three boxes on paper: TRAFFIC → FREE RESOURCE → OFFER. Fill in what you could put inside each box. Don't build anything yet. Just create the path.

AI can help you produce virtually every component afterward.

This presentation opened my eyes to how this all REALLY works →

But there's another piece most people overlook. What if the thing you're giving away could also become the foundation of something you actually **sell**?

That's Secret Five.

POWER PROMPT — COPY INTO CHATGPT OR CLAUDE

"Help me map a simple 3-step automated funnel for [my offer/niche]: what free resource should I offer, what should the follow-up sequence say across 5 emails, and what's the one action I want the reader to take by email 5?"

You can build a sellable digital asset in 24 hours. Most people take 24 weeks.

05

For years, creating a digital product sounded simple until you actually tried doing it.

Choose the topic. Research it. Outline it. Write it. Edit it. Create worksheets. Design everything. Write the sales copy. Build the delivery page.

That's how a weekend idea turned into a six-month project.

AI changes the economics of production because the slowest parts can now happen in minutes instead of days.

Start small. Don't try to create the world's greatest 47-module course. Solve **one specific problem**.

A checklist can solve a problem. So can a template pack, swipe file, short guide, prompt collection or mini-course. If somebody wants the outcome badly enough, usefulness matters more than page count.

Try this today: Choose one problem you can help somebody solve. Write this sentence:

"By the end of this _____, you will be able to _____."

If you can complete that sentence clearly, you have the foundation of a product.

Give that outcome to AI. Have it build the outline. Review it yourself. Remove the fluff. Add your knowledge and examples. Have AI help draft each component, then package the result into something another human being can actually use.

The goal isn't to have AI create garbage faster. **You make the decisions. AI compresses the production time.**

And now you've seen the bigger picture. AI can multiply your winners, develop ideas through intelligent loops, amplify real proof, build automated funnels, and turn your knowledge into sellable assets at extraordinary speed.

But there's still a bottleneck hiding inside **every single secret you've just read**.

You.

You still have to know what to ask, what to write, and what comes next.

Secret #6 removes that bottleneck.

And once you see it, you'll understand why we deliberately didn't put it on the next page.

POWER PROMPT — COPY INTO CHATGPT OR CLAUDE

"I want to create and sell a simple digital product about [topic] within 24 hours. Break this into a step-by-step production schedule I can follow today, from outline to finished, deliverable file."

6

THE ONE WE LEFT OUT

Secret #6 isn't in this report. On purpose.

It's the one the other five build toward — and the one people ask about most once they've read the rest. We're not emailing it to you either. It unlocks the moment you share this report, revealing an unadvertised bonus most readers never even know exists.

Unlock Secret #6 →

Takes under 30 seconds. No extra opt-in required.

Once unlocked, there's an unadvertised bonus waiting inside — including a free AI software app most people never even hear about. **Get access →**



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