Zero Investment, Zero Audience: 3 Practical Ways to Start Earning

Step by step, with what to do this week, what to say to your first client, and what to avoid.

Who is writing this: I am Ishika, co-founder of **Eleveon** and **BM Designink**. I started by selling my own products on Amazon and learned from YouTube. Over **6 years** I have run Amazon accounts for **350+ brands** in India, the US, UK and Dubai. I also did real work for about 2 years before I ever posted on LinkedIn, and then content brought me the clients. This is what I would do starting again with no money.

Which path should you start with?

Path	Best for	What you need	How you get paid	Realistic timeline
1. Performance marketing	You like numbers and can spend 2 to 3 hours a day learning	Free courses (Amazon Ads, Meta Blueprint)	Monthly retainer from small brands	First paid client: roughly 4 to 8 weeks
2. AI automation	You like building systems and fixing small business problems	Free plans of no-code tools (limits change)	One-time project fee plus monthly upkeep	First paid project: roughly 3 to 6 weeks
3. Personal branding	You can explain what you learn in simple words	A phone, LinkedIn and Instagram	Brings clients for paths 1 and 2	Inbound enquiries: usually 2 to 3 months

The rule that applies to all three

- **Pick one main path.** Learning all three at once means you get good at none. Use path 3 (content) alongside whichever one you choose.
- **Learn for 7 days, then do real work.** Courses without a practice project do not turn into income.
- **Your first goal is one paying client, not a perfect skill.** Build everything backward from that.

Your first 7 days (any path)

When	What to do
Day 1	Choose your path. Create a free Google Drive folder for notes, a tracker sheet (name, contact, date, reply) and proof.
Days 2 to 6	Do the free learning for your path, then make one practice piece: a sample audit, a working demo workflow, or 3 posts.
Day 7	Send your first 10 messages to real people using the templates on the next pages.

Path 1: Performance marketing (Amazon and Meta)

Small brands sell products but do not know how to run ads without wasting money. You help them do it.

Step by step

1. **Learn the basics free (days 1 to 4).** Amazon Ads has a free learning console, and Meta has free Blueprint courses. Learn: campaign types, keywords and match types, bids, budgets, ACoS and ROAS, and how to read a search term report.

2. **Understand one business metric.** Ads only work if the product has margin. Learn to calculate: selling price minus Amazon fees, product cost and shipping equals profit per unit. A brand at 25 percent margin cannot run ads at 40 percent ACoS.

3. **Make a practice audit.** Pick any live Amazon listing in a category you know. Write one page: what is weak in the title, images, price and reviews, and what ads you would run. This is your sample to show clients.

4. **Pick a niche.** Examples: Indian sellers in home and kitchen, skincare brands, or D2C brands starting on Amazon. A niche makes your messages specific.

5. **Find 30 targets.** Search Amazon for products with few reviews or weak photos, find the brand on Instagram or LinkedIn, and note the owner. Put them in your tracker.

6. **Offer a free audit, not a free service.** The audit shows you can think. Then propose a paid first month with a clear scope.

7. **Get access safely.** Ask the brand for ads access through the platform's own user permissions, never their password. Keep a record of every change you make.

8. **Report weekly.** One page: spend, sales, ACoS, what you changed and what you will test next.

First message (adjust to the brand)

> "Hi [Name], I saw your [product] on Amazon. I noticed [one specific thing, e.g. the first image does not show the size]. I made a one-page audit with 3 fixes and an ad plan. Can I send it to you? It is free."

Pricing your first deal

- Start with a small fixed monthly fee that you and the brand agree on in writing. Ask what is fair for their size. Do not undercharge to the point of resentment, and do not promise sales.
- Later, as results come, move to a fee plus a share of ad spend.
- Never promise an ACoS or revenue number. Promise a process, a weekly report and honest numbers.

Path 2: AI automation with no-code tools

Small businesses lose leads because nobody replies quickly. You build the simple system that does.

Step by step

1. **Pick one problem, not "AI".** Best starter: **lead follow-up**. A customer fills a form or messages, gets an instant reply, and the lead lands in a sheet with an alert to the owner.

2. **Pick one type of business.** Examples: coaching institutes, clinics, salons, real estate agents, local service providers. They all get enquiries and lose many by replying late.

3. **Learn one tool well.** Use one no-code tool (Make, Zapier or n8n) plus Google Forms, Google Sheets and Gmail. Many have free plans or trials; limits change, so check before you promise a client.

4. **Build the demo workflow (days 2 to 6).** Form submitted, then a row added to a Google Sheet, then an automatic email or WhatsApp-style reply template, then a notification to the owner. Test it with your own details.

5. **Add one AI step.** For example, classify the enquiry (price, demo, complaint) and draft a suggested reply for the owner to approve. Keep a human in the loop at the start.

6. **Record a 2 minute screen video.** Show the problem, then the workflow working. This is your proof.

7. **Send it to 10 businesses.** Offer to set up the same thing for them. Offer a small paid pilot rather than a free build.

8. **Document and maintain.** Give a one-page guide, then offer a monthly plan to fix and improve it.

First message

> "Hi [Name], when someone enquires on your page, how fast does your team reply? I built a simple setup that replies instantly and saves every enquiry in one sheet. Here is a 2 minute demo. I can set it up for you as a small paid pilot."

What to charge and what to watch

- Charge a fixed price per workflow, plus a monthly fee for upkeep. Decide the price from the hours it takes you and the value of one saved lead to the client.
- Handle customer data carefully. Do not store sensitive data in free tools, and tell clients where their data goes.
- Do not sell "AI that does everything". Sell one working result, such as "no enquiry goes unanswered".
- Use the messaging platform's official tools. Bulk-messaging people who did not ask can get numbers banned.

Path 3: Personal branding and content

Content is how clients find you without chasing them. Pair it with path 1 or 2.

Set up in 2 days

- **LinkedIn profile:** headline says who you help and how, for example "I help Indian Amazon sellers fix their ads". Add a clear photo and a short About with one proof point.
- **Instagram bio:** one line on what you do, one line of proof, one link or comment keyword.
- **One topic:** post only about your path. People should know in 3 seconds what to contact you for.

What to post (use these 4 formats)

Format	Example
What I did	A real practice audit or workflow, with what you found and fixed.
One mistake	A common mistake in your niche and the fix, in 5 lines.
Step by step	A checklist someone can follow today. Offer the full version by comment keyword.
Result or lesson	A number or outcome from real work, with permission. If you have no client yet, share your own test results.

Weekly routine (about 5 hours)

When	What to do
Sunday	Write 3 posts or reel scripts from your week's work.
Mon, Wed, Fri	Post one. Reply to every comment within a few hours.
Every day	Leave 5 useful comments on posts by people in your niche. Not "nice post", but something that adds a point.
Saturday	Check what got the most saves and replies. Make more of that.

Turn attention into clients

- End posts with a simple action: "Comment AUDIT and I will send my checklist". Reply with the free resource, then ask one question about their business.
- Keep a list of people who engage. Message them personally after a few interactions, with something useful, not a pitch.
- Keep a "proof" highlight or post collection so a new visitor sees your work in 30 seconds.
- Be patient: for the first 30 days your reach will be small. Your goal is consistency and 10 solid posts, not going viral.

Your 30-day plan and common mistakes

When	Goal
Week 1	Choose a path. Do the free learning. Make one practice piece. Set up your profiles. Send your first 10 messages.
Week 2	Send 10 more messages per week. Post 3 times. Fix your sample using any feedback you get.
Week 3	Follow up on every message once. Offer 2 or 3 small paid pilots. Do your first discovery call.
Week 4	Close your first client or pilot. Deliver fast. Collect a written testimonial and your results for proof.

A simple discovery call (15 minutes)

- What are you selling and what is working now?
- What is the one thing you would fix first?
- What have you tried before?
- If I fixed that, what would it mean for your business?
- Then propose a small paid first step and a start date.

Mistakes to avoid

- **Learning for months without a client.** Send messages in week 1.
- **Waiting to feel ready.** Your practice piece is enough to start.
- **Working for free for a long time.** One free audit is fine. Free work after that is not.
- **Promising results.** You control the work, not the market.
- **Changing paths every week.** Give your chosen path 30 days of focused effort first.

Where Eleveon fits. If you chose path 1, Eleveon teaches Amazon Ads and Meta Ads from basics to advanced, plus how to find and land clients on LinkedIn and Instagram, so you do not figure it out alone. We run **free live classes** and a community where you can see how we teach before you decide anything. Comment **ELEVEON** on my reel and my team will share the details.

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