WORKING PROFESSIONALS

EDITION / 2026



A PRACTICAL GUIDE TO BUILDING AND SELLING WITH AI

BUILD BEYOND YOUR JOB.

Learn to spot business problems, create useful AI-assisted products, and explore how to find people willing to pay for them.

7 PRACTICAL CLASSES

4 PLANNED SUNDAY SESSIONS

₹7,777

Built by someone who builds.

Practical revenue and product experience, not AI buzzwords.

MEET YOUR MENTOR

Abhishek Pratap Singh

Sales leader / Revenue-systems builder / AI practitioner

₹4.5Cr+	50+	CRM + AI
REVENUE SCALE EXPERIENCE	TEAM LEADERSHIP	SYSTEMS BUILT

My career was built around customers, sales teams, follow-ups, funnels and revenue. That gave me a clear view of everyday business problems worth solving.

I began with free AI tools, switching between ChatGPT, Gemini and Claude whenever I hit usage limits. Moving to ChatGPT Plus helped me go beyond answering questions and start building websites, CRM workflows, automations and practical product prototypes.

WHY I TEACH THIS

The goal is not to turn you into a software engineer overnight. It is to teach a practical method: understand the problem, direct AI, verify the output, and deliver something valuable.

PORTFOLIO

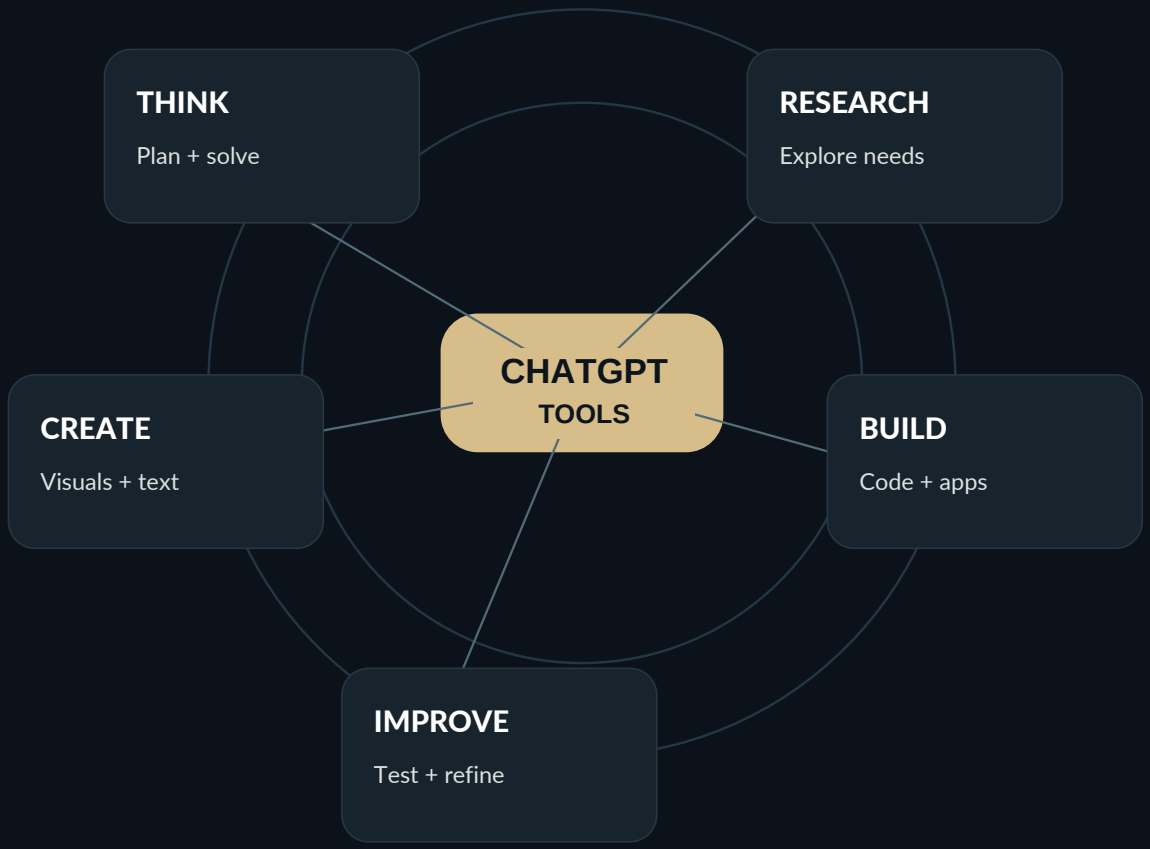
Your AI workbench.

A bigger workbench for research, creation, building and improvement.

OPTIONAL SOFTWARE COSTS

OPTIONAL

AI subscriptions and other tools can have separate costs.
Check current prices, features and limits before subscribing.



CHECK BEFORE YOU SUBSCRIBE

AI services offer different features. Access, plan limits, privacy and pricing can change.
API use, hosting and other services may be billed separately.

What you could build.

Start with one problem you understand. Then create something useful.

01 WEB EXPERIENCES

Websites, landing pages, portfolios

BUSINESS NEED	A local business, founder or independent professional needs to be presented well online.
BUILD OUTPUT	A responsive website with clear messaging, lead capture and working links.

02 CONTENT STUDIO

Videos, social posts, creative assets

BUSINESS NEED	A business needs repeatable content for YouTube, Instagram or LinkedIn.
BUILD OUTPUT	A short-form video and content package with brand-consistent creative.

03 MARKETING SYSTEMS

Emails, funnels, customer communication

BUSINESS NEED	A team needs better product explanations and follow-up messages.
BUILD OUTPUT	An email sequence, branded landing page and basic audience workflow.

04 REVENUE OPERATIONS

CRMs, lead trackers, enquiry workflows

BUSINESS NEED	A team loses track of enquiries, follow-ups and potential opportunities.
BUILD OUTPUT	A working lead tracker with stages, reminders and a simple dashboard.

Beyond websites.

Make tools that save time, reveal information or solve operational problems.

05

WORKFLOW AUTOMATION

Lead routing, reminders, repeatable actions

A team spends time copying data or reminding people manually.

06

DATA & DASHBOARDS

Business reports, trackers, analysis

A manager needs a clearer picture of leads, revenue or operations.

07

RESEARCH ASSISTANTS

Market scans, research briefs, knowledge tools

A professional needs structured insights from public or supplied data.

08

AI-ASSISTED APPS

Useful web utilities and small internal tools

A business needs a focused tool rather than a large software platform.

THE DIFFERENCE

A visually impressive prototype is not automatically a product. It becomes valuable when it is reliable, usable, appropriate for its customer and solves a real problem.

From a product to a client.

The earning opportunity is in customer value - not in the subscription itself.

A PRACTICAL 6-STEP COMMERCIAL PATH

01

DISCOVER

Find a specific problem a group of customers experiences.

02

VALIDATE

Speak to people. Confirm the problem is worth solving.

03

DEMONSTRATE

Build a small, working sample that makes the value visible.

04

REACH OUT

Research prospects; use AI to prepare tailored, respectful messages.

05

PRESENT

Discuss the customer need, deliverables, scope and price.

06

DELIVER

Test, complete agreed work, collect feedback and improve.

WHAT YOU COULD CHARGE FOR

Fixed-scope websites / CRM setup / automation projects / content packages / ongoing maintenance or improvements.

Rates depend on the buyer, scope, quality, market demand and your delivery capability. No income, client or sale is guaranteed.

From skills to a service.

A beginner-friendly client-acquisition process, assisted by AI - never guaranteed.

START WITH AN OFFER PEOPLE CAN UNDERSTAND

01 WEBSITE PROJECT

A clear web presence plus a working enquiry form.

02 CRM SETUP

Organise incoming leads, statuses and follow-ups.

03 CONTENT PACKAGE

Short videos, social assets or email creative.

04 WORKFLOW FIX

Reduce repeated manual steps with a focused tool.

HOW TO FIND AND CONVERT YOUR FIRST INTERESTED PROSPECT

AI CAN HELP WITH

Research leads, summarise public business information, draft personalised outreach, prepare demos, proposals and follow-ups.

YOU STILL NEED TO DO

Check relevance and facts, send appropriate messages, talk to prospects, agree scope, test quality and deliver responsibly.

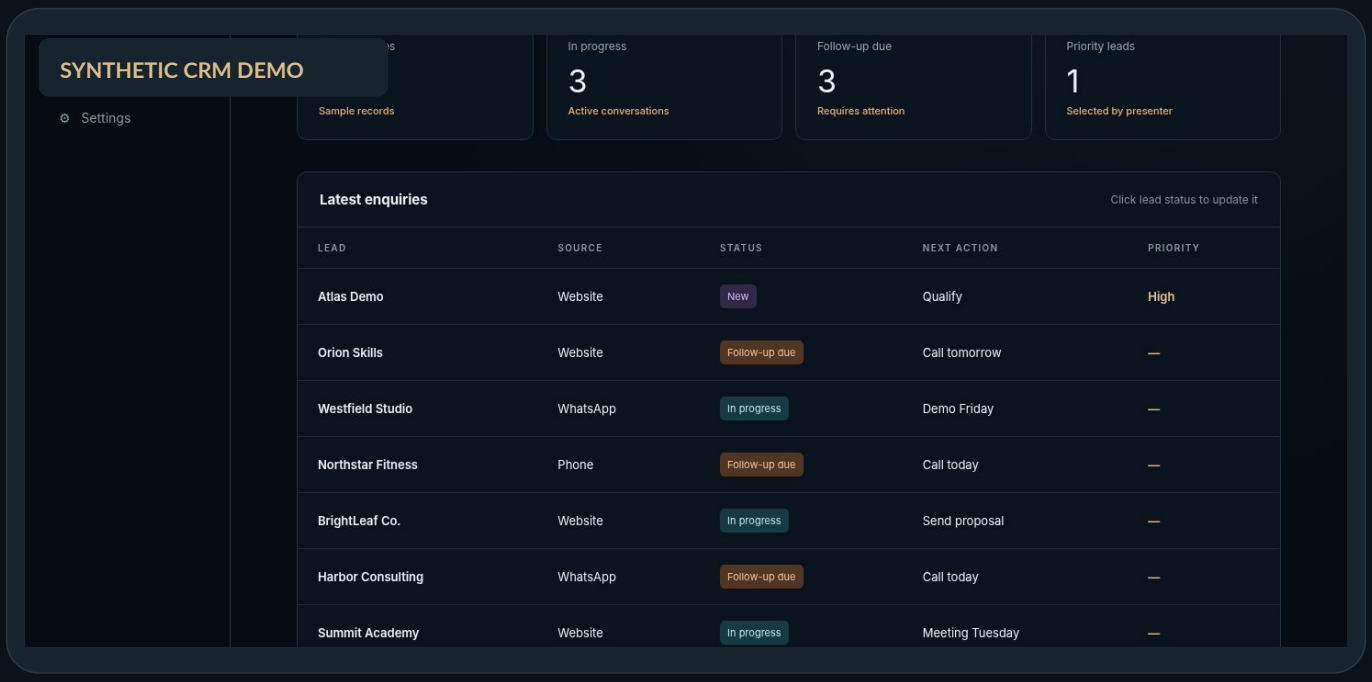
A CONVERSATION STARTER (ILLUSTRATIVE)

"If tracking leads across channels is difficult, I can show you a simple demo of how a small CRM could organise follow-ups. Would a 10-minute walkthrough be useful?"

Commercial options include a defined project fee, setup plus maintenance, or a validated subscription product. Prices depend on client needs, scope, competition and delivery quality.

See the opportunity.

A practical example of turning missed enquiries into a sellable service.



THE PROBLEM

Enquiries arrive from different channels. No reliable view of lead status, ownership and upcoming follow-ups.

THE PRODUCT

A lightweight CRM records each enquiry, assigns a next action, and helps the team manage its workflow.

THE POSSIBLE SERVICE OFFER

Discovery + customised CRM setup + training + optional ongoing improvement. The value must be demonstrated and agreed with the buyer.

Illustrative training scenario using synthetic records. Not a claim of an existing paying client, revenue result or completed sale.

Seven classes. A real path.

Seven live Zoom classes across three weeks. Each class is 90 minutes.

01

AI FOUNDATIONS

Prompting, fact checks, privacy and available tools.

FIRST OUTPUT

02

THE AI CREATOR STUDIO

Adapt content ideas for social platforms.

CONTENT SAMPLES

03

BUILD YOUR DIGITAL IDENTITY

Draft a simple portfolio or landing page.

PAGE DRAFT

04

YOUR FIRST DIGITAL PRODUCT

Explore a small, useful AI-assisted prototype.

PROTOTYPE

05

MAKE IT RELIABLE

Test, document issues and improve your work.

TEST NOTES

06

LEARN TO SELL

Explore customer problems and practise an honest offer.

OFFER DRAFT

07

YOUR LAUNCH PLAN

Present your work and plan your next steps.

ACTION PLAN

AFTER CLASSES

Four planned two-hour Sunday group doubt sessions take place in the second month.
Dates and final arrangements will be confirmed before enrolment.

BUILD A SKILL.
CREATE A PRODUCT.
TEST A MARKET.

PROGRAMME INVESTMENT

₹7,777

PROGRAMME FEE

7	3	4
LIVE PRACTICAL CLASSES	TEACHING WEEKS	PLANNED SUNDAY SESSIONS

Four planned two-hour group sessions take place on Sundays in month two.
Optional third-party subscriptions and services may cost extra.

THE OUTCOME YOU WORK TOWARD

A problem brief, a working prototype, a portfolio-worthy demonstration, a prospecting approach and a practical launch plan - developed through your own practice and guidance.

READY TO LEARN TO BUILD AND SELL? CONTACT FIRST LIGHT

No guaranteed earnings, clients or jobs. Tools and features depend on account access and limits.
Programme dates and enrolment terms will be confirmed before registration.