



Welcome, New Students!

The AI Consultancy Project

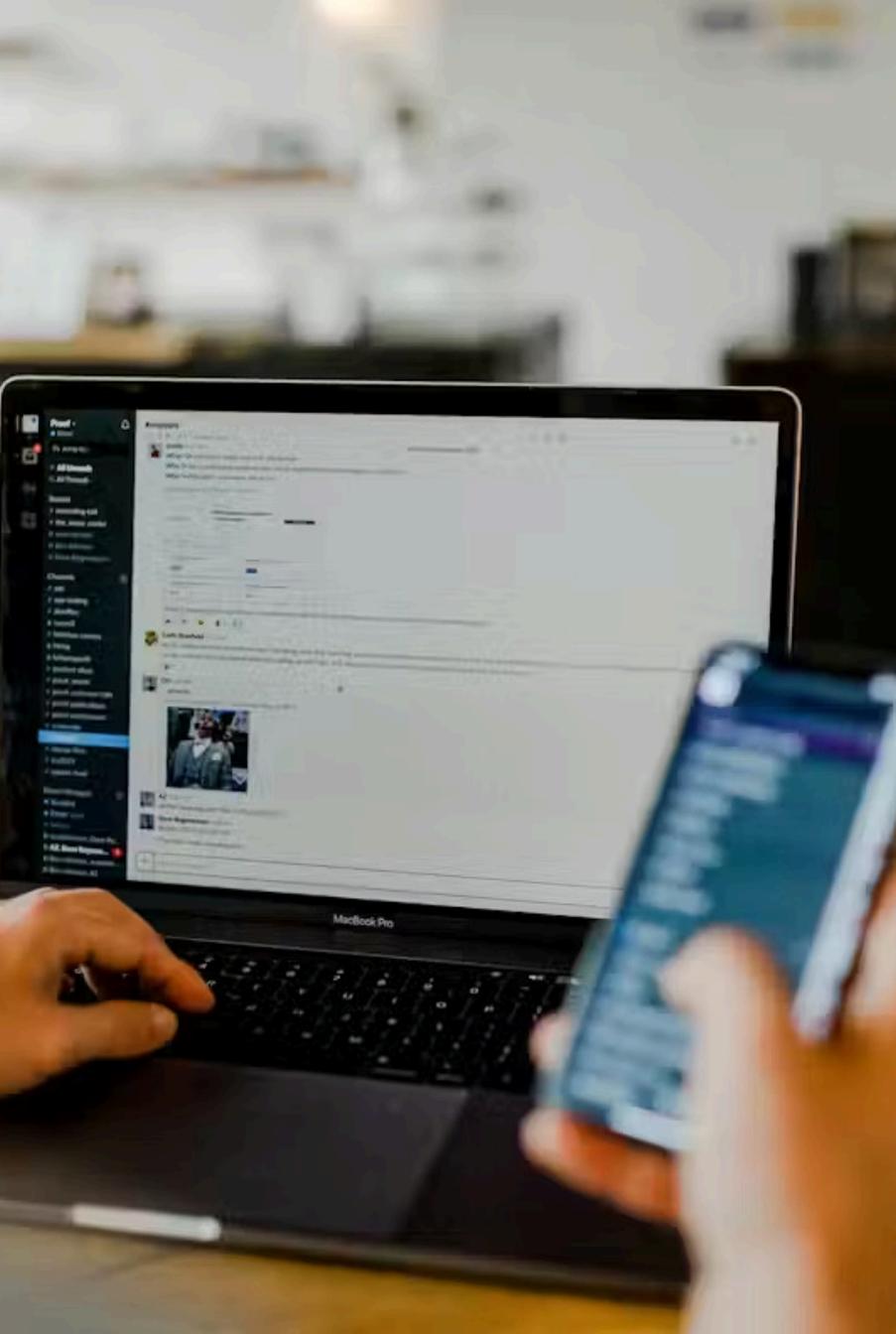


Orientation

✔ Today's Session: 60 Minutes, Recorded

Use the Q&A feature in Zoom to submit your questions to be addressed at the end of our session.





You're the latest Consultancy cohort and we're thrilled to have you with us!

We let our older cohorts from 2024 join the same Live Trainings and Slack channels you do. We want everyone to benefit from one another's experiences.

Just because they are further along in their journey does NOT mean you're behind. In fact, you are exactly where you're meant to be.

- 📄 *To make sure you're ready to get the most out of this program, this intro call is focused on you new folks!*

Today's Agenda

1

Meet the IWAI Team

2

10,000 ft View of IWAI's AI Consultancy Project

Skills

PROOF Process

Our Action Bias

3

Getting Started

- Log Into Course
- Join our Private Slack Workspace
 - How to Get the Most out of Slack
 - Threading
 - Channels
 - Our Community Standards
- Add Live Events to Your Calendar
- Personas

4

FAQ + Directory and Certification

5

Q&A



Meet the IWAI Team



Rob - Founder & CEO

Over the last 20 years, **Rob** has worn a number of hats: software developer, startup founder, investor, entrepreneur, and consultant. When it comes to helping you start and grow your AI Consultancy, he leverages his experience without sacrificing family time. Basically, he gets to have fun practicing his AI, client, and consultancy skills every day.

📍 Denver, CO, USA



Marc - Fractional Chief Growth Officer

Marc has 11+ years of applying his background as a science researcher to creating, marketing, and selling online courses/programs. Among many other contributions, he worked closely with Rob to ensure that you (yes you!) heard about this course and had all the information you needed to join!

📍 Washington, DC, USA



Casey - Chief Business Development & Operations Officer

Operationally **Casey** works behind the scenes with a growing team to ensure a seamless student experience for current and future IWAI courses, while also providing client-skills coaching in 1-1 and group settings. She also develops and evaluates business development strategies for IWAI.

📍 NYC, USA



Shawn - AI Skills Coach

Shawn is both a student and an IWAI contributor, and has already achieved six figures with his new consultancy. His background in academia and teaching mixed with his love of AI makes him a great coach. He creates IWAI AI trainings and provides tech implementation coaching and mentorship for the AI Consultancy Project.

📍 Amsterdam, The Netherlands (by way of Chicago, IL, USA)



Cassie - Managing Editor of [IWAI Magazine](#) & Student Community Management

Managing Editor of the IWAI Magazine & Student Community Management **Cassie** joined us full time in August but had been consulting for us for a few months. She runs our [Innovating With AI Magazine](#), a publication dedicated to making artificial intelligence accessible, ethical, and practical for everyone! With a history at publications like Forbes and Fortune, Cassie brings a wealth of experience to our editorial team.

She has also been working behind the scenes on launching our Directory, improving student experience within the course platform, and other projects related to our IWAI community.

📍 Kentucky, USA



Nyasha - Technical Curriculum Developer

Nyasha is a web developer, educator, and AI consultant who bridges the gap between technology and accessible learning. As a LinkedIn Learning instructor with over 30,000 learners, she specializes in helping professionals understand and apply AI and tech to real-world projects.

At IWAI, Nyasha focuses on making AI concepts approachable for students from all backgrounds, showing how to build with practical tools. She combines her years of development experience with a deep passion for teaching to help others build confidence in using AI ethically and effectively.

📍 Charlotte, NC, USA



Diana (Community Management Consultant)

With over 10 years experience managing prominent course/membership Communities with upwards of 4,200+ members, **Diana** consults for us on all sorts of things, most recently our Slack channel consolidation, [Community Standards](#), student testimonials and much more!

📍 Huelva, Spain (by way of Calgary, Canada)

Skills

Our program is dedicated to getting students to be successful AI consultants in the real world.

We combine lessons on each of the three keys for success – **AI Skills, Client Skills, and Consultancy Skills** – so you can reach clients consistently and confidently deliver solutions.

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AI Skills = AI Tech Capability

What You'll Learn:

(1) Implementation – proficiency in using the right tool to do the right 'job', project, or task.

(2) Strategy – this is understanding AI tech at a categorical level. This allows you to organize teams of AI tools, AI agents, and humans to work on more complex nuanced projects.

What You'll Avoid:

- **Can't get it done** – Getting stuck on implementation or delivering meh results (even when the AI tech itself is fine)
- **Blank page syndrome** – Freezing up when planning projects or unsure when to use AI, humans, or both
- **"Wait, what should I even specialize in?"** – Feeling lost about which tools to focus on and ending up with cookie-cutter solutions
- **Skeptical or unhappy clients** – Struggling to win trust or leaving clients disappointed

Big Picture:

- Learning about AI is an ongoing pursuit, not an item to be checked off the list! This means that you don't need to know everything in order to deliver for your target clients.
- You'll be shown how to tailor your solutions to fit within your own consulting framework. The more you deliver within that framework, the more results you have to show future clients that prove that you've been able to predict and prepare for change.

Client Skills = Prove ROI

What You'll Learn:

Including but not limited to...

- Identifying 'Rockstar' clients
- Diagnosing client challenges
- Communicating value
- Measuring results
- Guiding clients (and customers) through implementation so they get a return on their investment

What You'll Avoid:

- **Flying blind** – No clear way to measure if you're actually succeeding
- **Client pushback** – People tuning out or resisting what you're recommending
- **Can't build trust** – Struggling to connect with clients or establish real rapport
- **The "but will you actually hire me?" problem** – Clients think you're talented but still won't commit (or things feel shaky)
- **Delivering the wrong thing** – What you build doesn't match what they actually needed
- **That nagging "off" feeling** – Never comfortable asking for referrals because something just doesn't feel right

Big Picture:

We help you pick and dig into your target niche so that you can better predict your client's needs and have solutions 'ready to go in advance.'

Building this trust and leadership naturally leads to better client case studies, higher client retention as well as lifetime value.

You'll also be shown how to prospect for a consistent flow of leads - not a boom/bust cycle. With a measured system in place, sales doesn't have to be stressful!

Consultancy Skills = Business Ownership

What You'll Learn:

- **Consultancy (business skills)** are the art and science needed to structure, market, and run a consultancy (business) profitably, including creating systems for lead generation, pricing, and scalability.
- Without it, you could be great at AI, and delivering client/customer impact, but feel trapped for years, never 'getting ahead' because you haven't structured your business to work for you, instead of you working for it.
- This is **ultimately responsible for ROI** not just in one P&L (profit and loss) line item, but **the entire P&L of your (or a client's) business**.

What You'll Avoid:

- **"Feast-or-famine" revenue cycles**
- Torn between constantly looking for clients and delivering results
- **Poor work-life balance – overworking and getting underpaid**
- "I don't know what to do next"
- Services are undervalued – resulting in low profitability and burnout
- No clear path or structure to retain clients over the long-term

Big Picture

- Being your own boss, running your own business! There are so many aspects to consider, and no one who is on your 'team' to bounce ideas off of.
- We're here to partner with you and demystify that whole process.



ROI-Focused Program

Key MIT Takeaway: "Despite \$30–40 billion in enterprise investment into GenAI... 95% of organizations are getting zero return.

This divide does not seem to be driven by model quality or regulation, but seems to be determined by approach." – MIT

Our approach addresses this head on:

ROI with AI

PROOF PROCESS™

5 Steps to **Engineer ROI with AI** for Clients (& Themselves):
From **30-Day Projects to 1-Year Initiatives** and Beyond.



P R O O F

PRIME ROI METRICS **RAPID** ROI DELIVERY **OPTIMIZE** ROI REPEATABILITY **ORCHESTRATE** ROI EXPANSION **FUTUREPROOF** ROI SYSTEMS

Day-0 → ROI Metric
Discovery & AI Demo

30-Day
ROI with AI Project

90-Day
ROI with AI Project

Quarterly ROI Projects
& Recurring Retainers

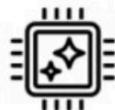
Systems, Partnerships,
& Productization

BROUGHT TO YOU BY:



EXCLUSIVELY INSIDE:

AI CONSULTANCY
PROJECT



EST. 2023

TRAINING BY:

Rob Howard



Co-Founder, IWAI
Founder, HDC

FRAMEWORK BY:

Marc Aarons



Co-Founder, IWAI
Founder, 80/20 Solutions

Action Bias ~~Analysis Paralysis~~

PROJECT SET 1

Plan & Launch

- Launch in 7 Days
- Create Your AI Consulting Services
- Specialize your AI Skills & Tech Stack

PROJECT SET 2

Sell & Deliver

- Meet 100 Solid Leads
- Make Your First (or Next) 3 Sales
- Repeat Your Revenue

PROJECT SET 3

Grow & Thrive

- Run a Tight Ship
- Multiply Your Growth
- Eat Dessert First

4) Getting Started - Required Onboarding Steps

Log In to the Course Platform

Connect with peers and mentors



Join Slack

Connect with peers and mentors



Add Live Events

Save weekly sessions to calendar



Find Your Path

Choose your AI consulting persona



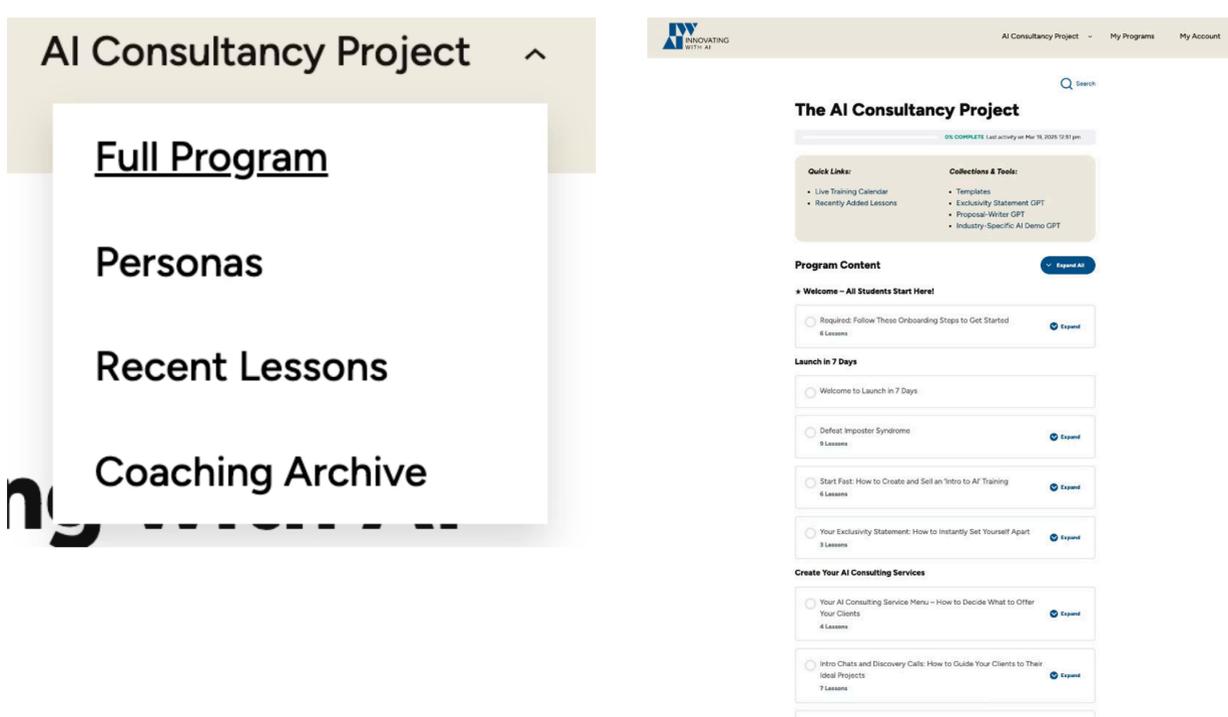
Log In to the Course Platform at <https://iwai.co/login>

The top bar navigation is your friend! (Expand for Image)

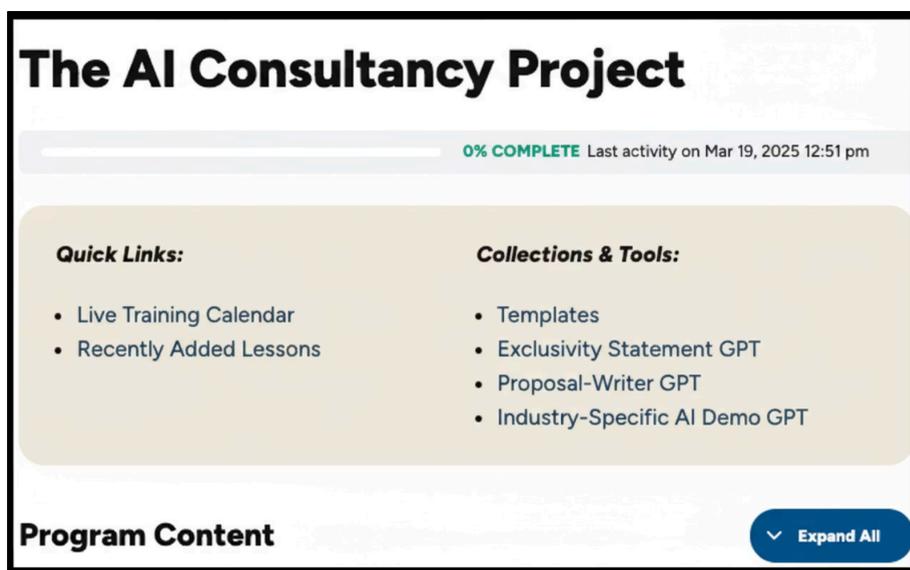


Go to the "AI Consultancy Project" and Select "Full Program" from the Drop Down Menu (Expand for Image)

When you click Full Program this is what you see (Sections, Topics, Lessons:)

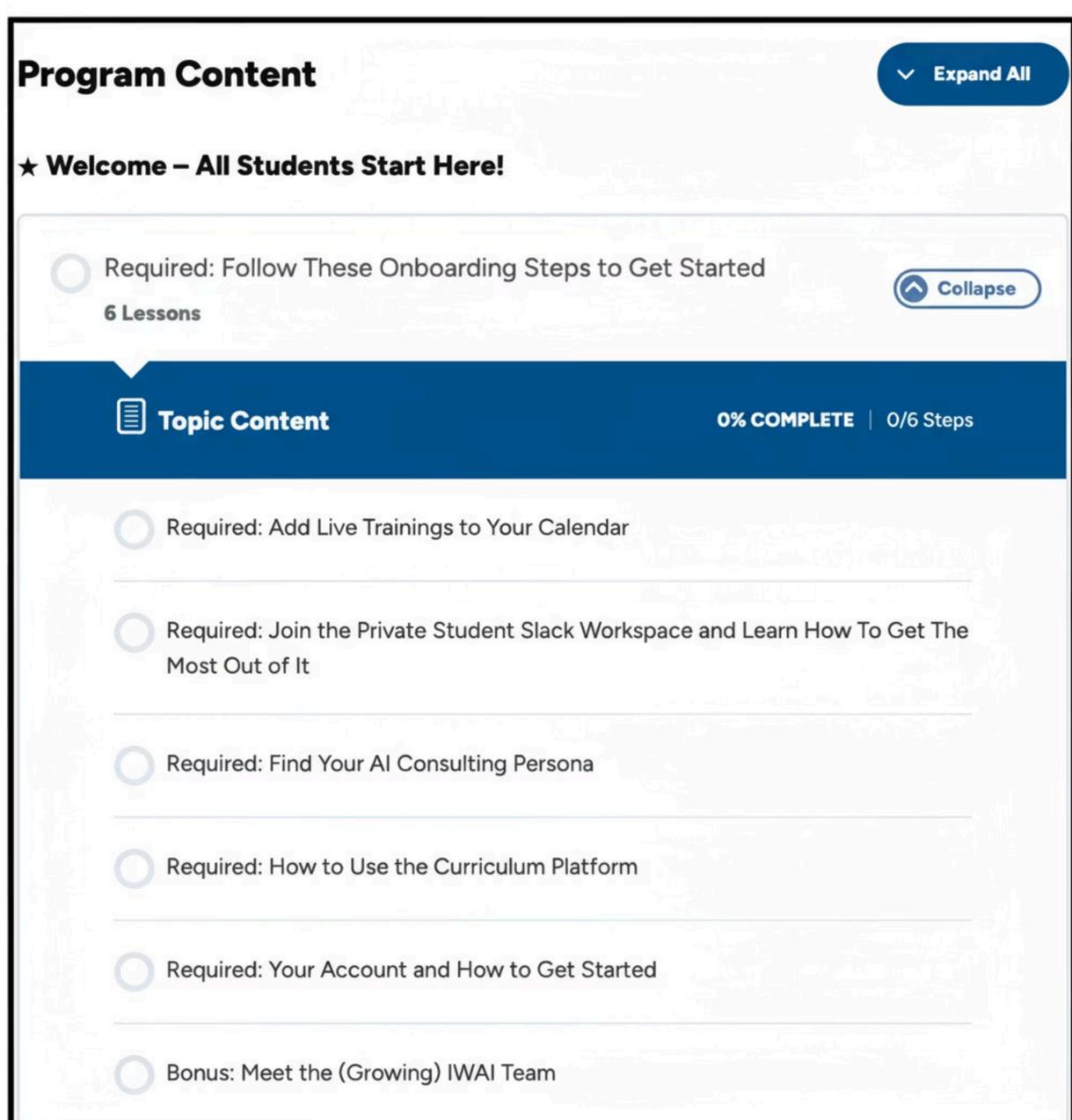


Check Out a Short Cut to Program Resources:



Check out **Collections & Tools** - all the templates and GPTs we offer in our lessons in one place
Quick Links (I'll cover them in just a moment)

All Roads Start Here:



Trouble logging in? Don't worry, just email support@innovatingwithai.com

Add Live Events To Your Calendar

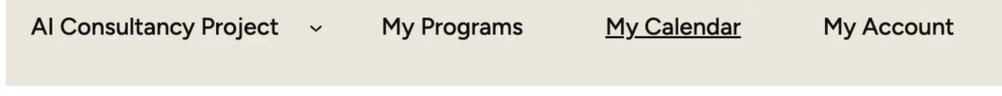
For all students there is a live component to IWAI's AI Consultancy Project!

Everyone - Tuesday Live Calls

Any given Tuesday there may be a lesson on a topic you've already covered (in which case, it's a great opportunity to revisit it live) or a lesson you've aren't up to yet on your consulting journey (a great opportunity to get a peak ahead.)

And of course many Tuesday lessons will be super applicable to where you are now! You're never in the wrong place on a Tuesday call, no matter your current AI, client, or consultancy skills/experience!

To get them on your calendar, let's go back to the trusty nav bar:



Clicking "My Calendar" takes you here where you can add our weekly Tuesday trainings to your calendar.

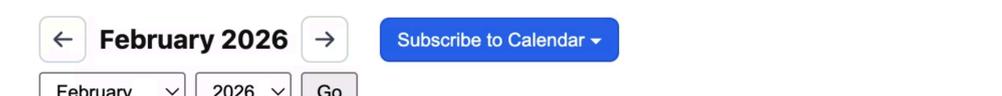
My Calendar

Welcome to our new and improved Innovating with AI calendar! You'll find all upcoming events here, including if you're enrolled in multiple programs and/or our Coaching-tier sessions.

Questions about the new calendar? Email us at support@innovatingwithai.com.

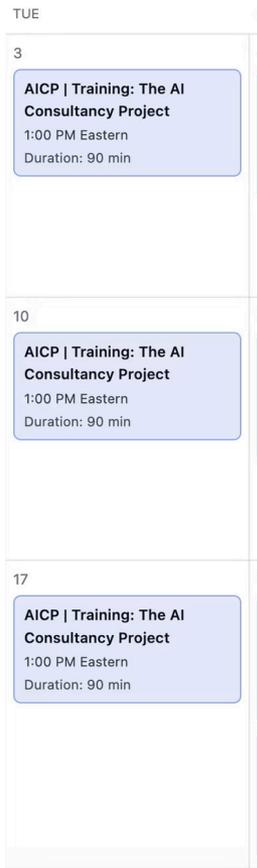


[Subscribe to Calendar](#)



MON TUE WED THU FRI

If you ever need to you can always access the link by clicking on that day's live lesson on the calendar. But you shouldn't need to!



AICP | Training: The AI Consultancy Project

Next Occurrence: February 3, 2026
Time: 1:00 PM Eastern
Duration: 90 minutes
Upcoming Occurrences:

- February 10, 2026
- February 17, 2026
- February 24, 2026

Each weekly Live Training session will cover a key component of building your consultancy, and we'll be designing these so that they're valuable for you no matter where you are in your AI Consultancy journey.

Zoom Link: <https://genius/iwai-live>

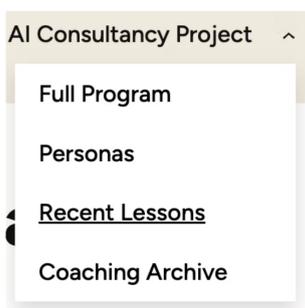
Always recorded. Recordings will be added to the curriculum in the appropriate spot, rather than in chronological order. We also post [recently added lessons here](#).

[← Back to My Calendar](#)

Did you know? All Tuesday Live Trainings get added into the course! What was live for you will be a recording enjoyed by future cohorts.

Can't Make a Tuesday Call Live - Don't Stress!

When you click "Recent Lessons" you'll see a running tally of our lessons. But remember, they aren't recorded in a specific order - we add them into the course in the spot they best fit, not the order they were recorded.



Recently Added Lessons

Each week, we deliver a live session as part of your AI Consultancy Project enrollment — [here's the full calendar](#).

Every lesson is recorded and posted in the course platform within 24 hours of the live session. Here's a list of the lessons we've recently added to the curriculum:

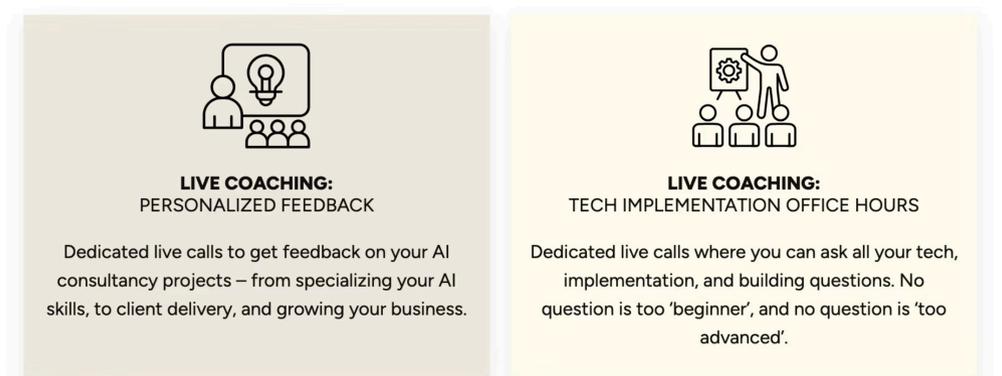
- [The Future is Wearable: How AI Devices Are Changing Everyday Life](#) January 27, 2026
- [Build it Together – Voice Agents \(Power-Up Build\)](#) January 23, 2026
- [Take the Next Step: Deliver Great AI Training Bootcamps](#) January 20, 2026
- [Build it Together: Voice Agents \(Core Build\)](#) January 16, 2026
- [Build it Together: Voice Agents \(Intro\)](#) January 13, 2026
- [The Year Ahead: Goal-Setting, Getting "Unstuck" and Trends for 2026](#) January 6, 2026
- [Subcontracting and Co-Contracting as a Consultant](#) December 30, 2025
- [Collecting Testimonials and Reputation Builders](#) December 16, 2025
- [Get Pro-Level Photos in Minutes with Topaz AI](#) December 15, 2025
- [Guide to Lovable: Features, Workflows, and Advanced Tricks](#) December 11, 2025

[These new lessons are also incorporated in the full curriculum, which you can explore here.](#)

Coaching Students - Everything Above PLUS...

6 months of LIVE Q&A - For these, there are no "lesson plans" - the calls are all about YOU. Bring your real life questions, share your screen, and we'll talk through topics in a small group. Join us at **1pm EST on Mondays** (business development/consulting office hours) and **Wednesdays** (tech office hours)

Coaching and Hybrid Consulting Cohorts Welcome!

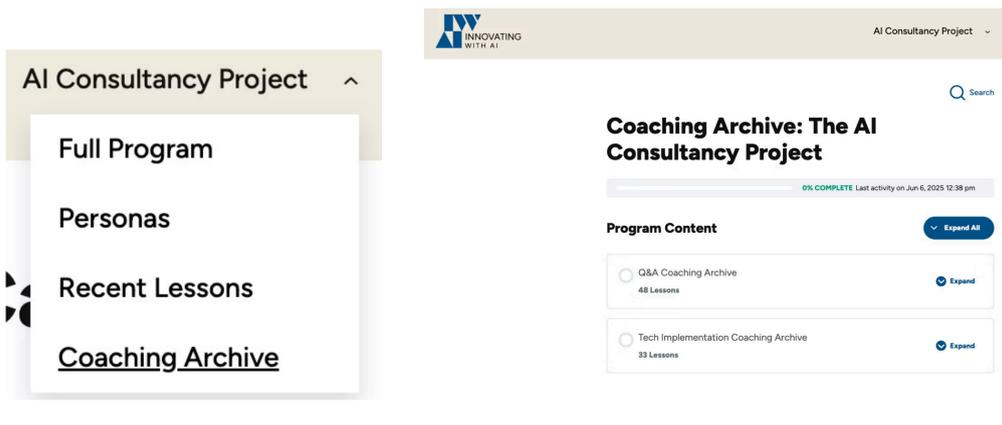


What happens if IWAI has a holiday off on a Monday? That coaching call takes place on the Friday that same week!

Add Live Coaching Office Hours to Your Calendar:



Watch and Search Prior Recordings:



All Students! Join us on the Private Student Slack Workspace <https://iwai.co/join-slack>

When you watch [our video on how to join and get the most out of Slack](#) you'll have access to our community!

- **Action Item #1:** Join the Private Student Slack Workspace
- **Action Item #2:** Learn About Threading Your Replies
- **Action Item #3:** Watch 'Getting the Most Out of Our Community' (Posting Templates!)
- **Action Item #4:** Check Out Our Community Standards

 In our Slack lesson, we also help troubleshoot, so if you're having issues logging on please check there first before reaching out to us at support@innovatingwithai.com

Our Community Channels

Our Slack Community is made up of a collection of intentional channels to make it easy and intuitive to get the support you need when you need it:

When you join, introduce yourself

#join-the-network

- Join our network of AI consultants! Introduce yourself and connect with new students.

At A Minimum, Catch Essential Updates - 5 Minutes

- **#iwai-announcements**
 - Check in for essential updates (regardless of program) from the IWAI team! Rarely used.
- **#consultancy-announcements**
 - Consultancy-specific announcements. Team updates and feedback from students, ex. idea for future lessons, links, etc. Often used.
- **#Consultancy-coaching (Just for Coaching and Hybrid students)**
 - Join your fellow Coaching and Hybrid Consulting students for advice and additional live calls tailored to your unique needs.

We'll cover optional channels later!

Find Your AI Consulting Persona (and custom path through the program)

AI Consultancy Project ^

Full Program

Personas

Recent Lessons

Coaching Archive

AI Consultancy Project v

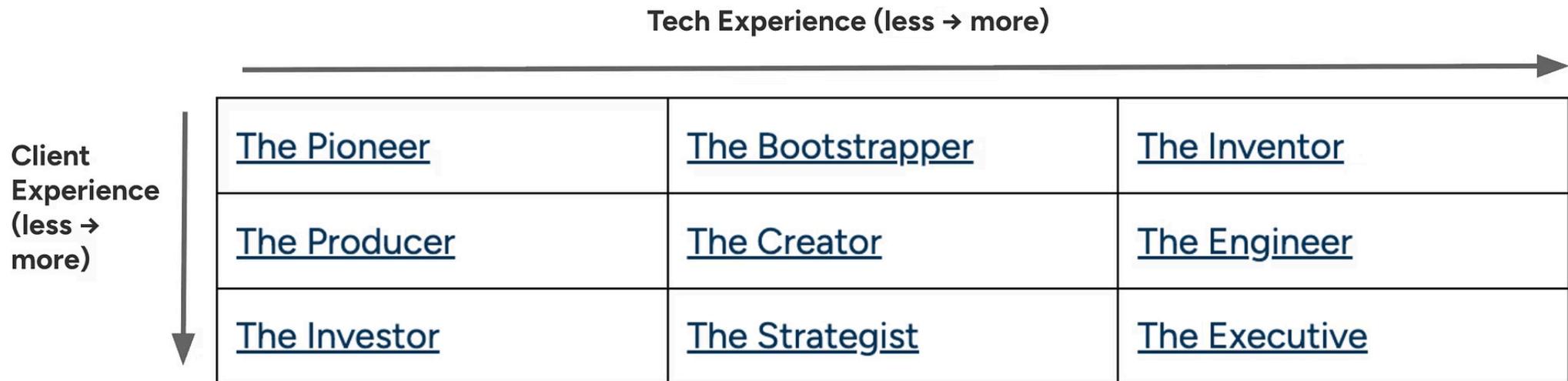
The AI Consultant Personas

Your AI Consultant Persona provides you with a unique path through the program based on your starting point, past experience and existing skills. If you haven't yet, take this 30-second questionnaire to find your persona:

[Find Your AI Consultant Persona](#)



Find Your AI Consulting Persona (and custom path through the program)



- What to Focus On
- Common Challenges
- How to Win Big

Casey's Tips for Success!



Prioritize Doing

Focus on taking action rather than getting stuck in planning mode. Start implementing what you learn right away.



Build YOUR Consultancy

Don't try to copy someone else's business model. Create a consultancy that fits your unique strengths, interests, and lifestyle goals.



Know when to come back to something

Not everything needs to be perfect on the first try. Learn when to move forward and when to circle back to refine your approach.



Templates, GPTs, and Calculators - Don't Reinvent the Wheel!

Use the tools and resources that are already available. Focus your energy on what makes you unique, not rebuilding what already exists.



Take Part in Our AI Consultant Community!

Engage with fellow students, share your experiences, ask questions, and learn from others who are on the same journey.

General/Administrative FAQ

1

"Want if I want to upgrade to a different tier?"

If you would like to upgrade to Coaching or Hybrid Consulting to be included in these sessions, reach out to us at support@innovatingwithai.com

From there we can share more information and even set up a 1-1 call with me (Casey) to discuss further.

2

"I can't make it to a Live Call" (ex. A Tuesday Training or a Mon/Wed Coaching call)

[Tuesday Live Trainings](#) (all students welcome!)

We send these on the main #ai-consultancy-project-announcements Slack channel, as well as include links to where they've been added in the course on our calendar, along with the slides and any other relevant material.

[Coaching Calls](#) (Coaching and Hybrid Consulting tiers)

Recordings and notes are posted directly to the #coaching-ai-consultancy-project Slack channel.

3

Why are your Live Lessons at 1pm EST? Can you do them at different times?

We've chosen this time specifically because it covers all of the Americas (daytime) and most of Europe and Africa (evening) comfortably, so it is the one that covers the vast majority of our audience.

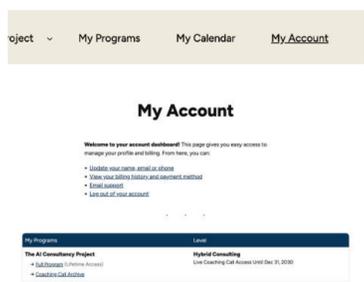
That being said, we'll consider alternating training days or times in the future to accommodate more time zones.

Location	Date	Time
Los Angeles, CA, USA	Tue, Feb 4, 2025	10:00 am
New York, NY, USA	Tue, Feb 4, 2025	1:00 pm
Buenos Aires, Argentina	Tue, Feb 4, 2025	3:00 pm
Rio de Janeiro, Brazil	Tue, Feb 4, 2025	3:00 pm
London, United Kingdom	Tue, Feb 4, 2025	6:00 pm
Berlin, Germany	Tue, Feb 4, 2025	7:00 pm
Johannesburg, South Africa	Tue, Feb 4, 2025	8:00 pm

4

Where can I upgrade my billing info, view my billing history and payment method, get program/tech support, log out, view IWAI program(s) you're enrolled in or view/edit your Persona?

The "My Account" section of the dropdown menu in the course platform.



5

Does IWAI have my best email?

Lots of students have multiple emails for personal and business use. Make sure your account uses **the one that you actually check**, so that you get messages from us about the program quickly. (I also recommend using this **same email for Slack**, so everything goes to the same place.)

6

I need a formal invoice for tax purposes, can you help me?

You can use our self-service invoice generator for any Innovating with AI transaction.

<https://innovatingwithai.com/invoice> (Also found on your **My Account** page by clicking on "View your billing history and payment method" and scrolling down.)

7

I'm a Training Student and I have a question as I go through the lessons, what should I do?

- **#ask-the-community**
 - Have a question you think the IWAI community can answer? Post it here.
- **#consultancy-ask-the-coaches**
 - Question for the IWAI team specifically? Post it here.
 - If you have a question the community might be able to answer, please post it in the #ask-the-community channel.

8

I'm a Coaching Student and I have a question as I go through the lessons, what should I do?

You are highly encouraged to use the channels in the last question. If you're in Coaching or higher, you do have another option;

- **#consultancy-coaching (Just for Coaching and Hybrid students)**
 - Join your fellow Coaching and Hybrid Consulting students for advice and additional live calls tailored to your unique needs.
 - Use the channel to engage deeper with our coaches, show them your latest build or marketing materials for more detailed feedback in anticipation of bringing that question to a live Coaching Q&A call or after having discussed something on a call.

9

I'm a Hybrid Student and I have a question as I go through the lessons, what should I do?

Post in the **#consultancy-coaching** Slack channel first, as you may receive valuable peer input. For deeper discussions, you can book a one-on-one sessions with a coach on our team.

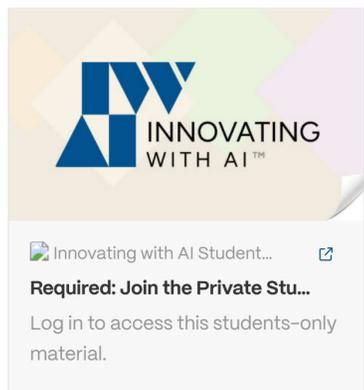
10

What is threading? What are posting templates?

Threading is nesting a respond underneath someone's post instead of responding with an entirely separate post!

Posting templates are to help structure what you're sharing so we can all best help and engage.

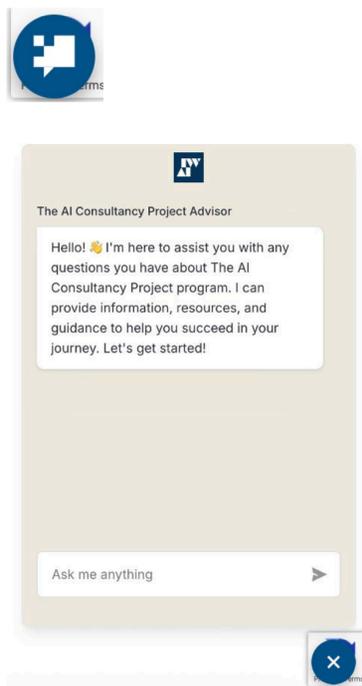
Please, before you engage on Slack, take our Slack lesson that covers all of this. Even if you've used Slack before, we have some best practices to make this large Slack community a great, skimmable resource for everyone!



11

Does the program have a chatbot?

Yep! You'll find it on the bottom right hand of your screen within the course platform.



12

How can I search all of the lesson titles, descriptions, and transcripts?

When you're looking at the 'Full Program' from the navigation bar, you'll see this symbol on the right hand side.



13

Ahhhh!

Something isn't quite working as I get onboarded, what do I do?

We are here for you for you for any questions as we get rolling.

The recommended way to reach us is through support@innovatingwithai.com. Rob, Cassie, and myself jointly monitor and respond to that account (you'll see our personal signatures at the bottom.)

However, Rob is also available via text or WhatsApp at +1 (720) 900-1030, and you can Slack him (the best route) or email rob@innovatingwithai.com.

Persona FAQ

1

I feel unsure about my AI skill level. Should I choose a persona with less or more tech experience?

If in doubt, choose the persona with fewer tech skills. This ensures you don't overestimate your current knowledge and allows for you to build a stronger foundation.

2

My persona recommends starting with a different skill or section than I want to. Should I change my persona?

No, not unless you think the persona doesn't best apply to you.

If you feel more comfortable starting with a different skill, you can do that. The course is flexible and the paths are our recommendations.

3

How long should I spend on AI skills before moving on to business aspects?

Once you reach that section (hopefully as recommended by your Persona results!) we recommend that you go through it until you feel confident in building something basic. You don't need to finish every tutorial, but you should be comfortable with the fundamentals before moving forward.

4

I am a super techy person. Where can I go to engage in deeper AI discussions in a way that's not overwhelming to students with less tech experience?

- **#high-tech channel on Slack**

Eat, sleep, and breathe tech? This is the spot for you to connect with likeminded folks.

Staying 'Up To Date' and Accountable FAQ

1

How do I stay updated on AI news without feeling overwhelmed?

We recommend setting aside dedicated time each week to check a few curated AI newsletters, such as The Rundown, AI Tool Report, and The Neuron. For more on how to stay informed while setting and staying on track to hit your goals:

[Creating Positive Patterns: Goal-Setting for a Growing Consultancy](#)

2

How much time should I spend keeping up to date on Slack?

Slack is there as a resource, so you don't have to use it more or less than you'd like. A quick review of these three channels is enough to stay engaged!

1. #iwai-announcements
2. #consultancy-announcements
3. #consultancy-coaching (Just for Coaching and Hybrid students)

We recommend changing your settings so that you don't get push notifications on your phone or computer.

3

Where can I go to share outside resources?

#ai-news-and shares

- Interesting resources, news, and AI information shared by the wider IWAI community.

4

Any other ways I can network and engage with my fellow Consultancy students?

1) **Join our LinkedIn Private Group** – To network with your fellow students on LinkedIn, join us here:

<https://www.linkedin.com/groups/14479498/>

2) **Live and Virtual Meetups!** Go to the #meetups channel if you are:

- from someplace fellow students live and you'd like to meet up
- traveling someplace where fellow students live and you'd like to meet up
- want to host a virtual meetup with folks in your area

5

It's hard to self-motivate without the structure of a formal job - thoughts?

- #goals-and-accountability
 - IWAI wants to help our students hold themselves accountable to their goals.
 - For a limited time Diana, our Community Management Consultant, will work with students who post in this channel to help them set and hold themselves accountable to their goals! Completely optional!

6

Where can I go to see students' successes firsthand?

Other than through the testimonials and case studies of students included throughout the course, please please check out our #wins-and-celebrations channel

- It's a place where you can share your wins and allow the rest of us to celebrate your accomplishments!

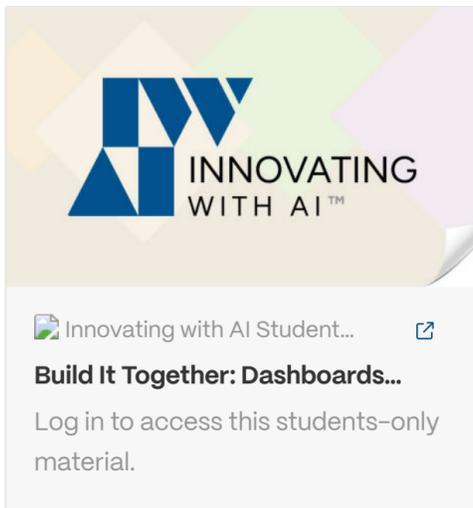
How to Be Successful FAQ

1

How do I build AI skills if I don't have a personal or professional use case yet?

Start with a simple automation project in your daily life or one for a make-believe client.

What are some practical business-related AI projects I can showcase?



2

What tools does IWAI recommend I use?

You'll see this come up in your Persona paths but we have an entire section dedicated to helping you pick the tools you need:

[Welcome to Specialize Your AI Skills & Tech Stack](#)

And we also have a lessons discussing other popular tools that may come up in conversation.

3

I feel like I don't have enough AI experience to start consulting. How do I build credibility?

Tackle the psychological challenge of starting something new by looking at the lessons nested under [Defeat Imposter Syndrome](#).

No one knows everything about AI. If you get a question you can't answer, simply say, "Great question! Let me do some research and follow up." Your value as a consultant is knowing how to find answers, not having them all upfront.

4

What's the best way to land my first client?

Leverage your personal and professional network first. You can offer a low-cost or free introductory AI training to build credibility and get that "first \$1."

To start, reach out to connections with a clear value proposition and focus on demonstrating expertise rather than making an immediate sale or getting the highest rate possible. For the full breakdown:

[Score Your First Gig](#)

5

How do I price my AI consulting services?

Start by reviewing our [Price with Confidence lesson](#) which covered pricing strategies in detail.

Generally, start with an introductory pricing model for early clients and adjust based on value and demand. Portfolio projects and testimonials will help justify higher rates over time.

6

How many clients should I aim for in six months? What's a realistic income expectation in my first year?

Success varies based on niche, pricing, and effort.

The focus should be on getting the first client and then refining a repeatable process so you can better understand the market you're in.

Some students land \$1,000 clients quickly, while others secure \$50,000 contracts. The key is to refine your offer and build a consistent client acquisition strategy.

7

What's the best strategy for students balancing full-time jobs while building their consultancy?

Focus on consistency rather than speed. Set aside dedicated time each week, even if it's just a few hours, and prioritize high-impact activities like networking and developing small AI projects that are outlined in your Persona results.

8

How can I best leverage the IWAI community and live events for my success?

Active engagement is a cornerstone of your learning journey! We highly recommend attending the weekly live training sessions to stay current and ask real-time questions. Additionally, immerse yourself in the private Slack workspace. Share your challenges, celebrate your wins, and connect with peers and mentors. Regular participation in both live and asynchronous discussions will significantly enhance your experience and accelerate your growth as an AI consultant.

9

Does IWAI have anything in place to help me build momentum once I've gotten my AI consultancy started?

Yes we launched our [IWAI Consultant Directory](#) in July 2025!

We have promoted consultants who have our approval to our audience of 200,000+ AI enthusiasts and business owners.

You can get apply to be listed, or even peruse it for potential students to partner up with.

*see next slide

Apply for the Directory & Certification ✨

📘 If you just joined, save this for a month or two down the road!



Find a Consultant

Student Sign In ↗

Innovating with AI's Certified Consultant Directory

Every consultant in our directory is trained, vetted and certified by Innovating with AI.

That means they've completed our consultant education process, attended live sessions with our coaching team, and demonstrated mastery of key AI and client-service skills. [Learn more about how we train and certify consultants.](#)

Services:

— Choose —

Industries:

— Choose —

Region:

— Choose —



Learn How to Apply:

<https://iwai.co/directory-apply>

Meet with Casey:

<https://geni.us/iwai-directory-chat>



Q&A Time!

Find Your AI Consulting Persona

<https://iwai.co/plan>

Join Our Private Slack Workspace

<https://iwai.co/join-slack>

Add Live Events To Your Calendar

<https://iwai.co/live-training>

Log In to the Course Platform

<https://iwai.co/login>

