INNOVATING WITH AI

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 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
3. Getting Started
4. FAQ + Directory and Certification
5. Q&A



Meet the IWAI Team



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

Rob - Founder & CEO



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

Casey - Chief Business Development & Operations Officer



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

Nyasha - Technical Curriculum Developer



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

Cassie - Managing Editor of IWAI Magazine & Student Community Management



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)

Diana (Community Management Consultant)

Who You Are

Career Pivots

Reinvent your income for the AI era, even if you only have 5 hours a week.

New & Aspiring Consultants

Engineer the required skills & systems for your 1-person consultancy.

Experienced Client-Service Professionals

Expand your service offerings to include proven AI solutions for new and existing clients.

Wherever you start, the goal looks the same...

Build your AI consultancy and deliver real ROI to clients, so you can run a profitable 1-person business.

(...without overworking yourself or abandoning people you care about.)

Skills

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.

AI, Client, and Consultancy Skills

What You'll Learn

AI Skills

Learning about AI is an ongoing pursuit, not an item to be checked off the list! This can seem intimidating but it actually means that you don't need to know everything in order to deliver for your target clients.

Implementation – proficiency in using the right tool to do the right 'job', project, or task. You'll be shown how to tailor your solutions to fit within your own consulting framework. As you grow, you can even organize teams of AI tools, AI agents, and humans to work on more complex nuanced projects.

Strategy – The more you deliver, the more results you have to show future potential clients that prove that you've been able to predict and prepare for change.

Client Skills

Including but not limited to...

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

Building trust through results naturally leads to better client case studies, higher client retention as well as lifetime value.

Consultancy Skills

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. Our lessons allow you to have support as you consider contracts, data privacy, and your business' finances.

What You'll Avoid

- **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
- "**Feast-or-famine"** revenue cycles
- **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

ROI-Focused Program

Key MIT Takeaway:

> *"Despite $30–40 billion in enterprise investment into GenAI… 95% of organizations are getting zero return.*
>
> *-MIT*

BUT:

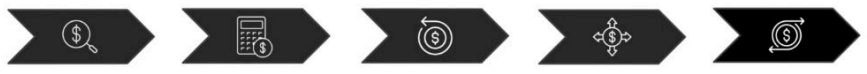
> *This divide does not seem to be driven by model quality or regulation, but seems to be determined by approach."* – MIT

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:

INNOVATING WITH AI™

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

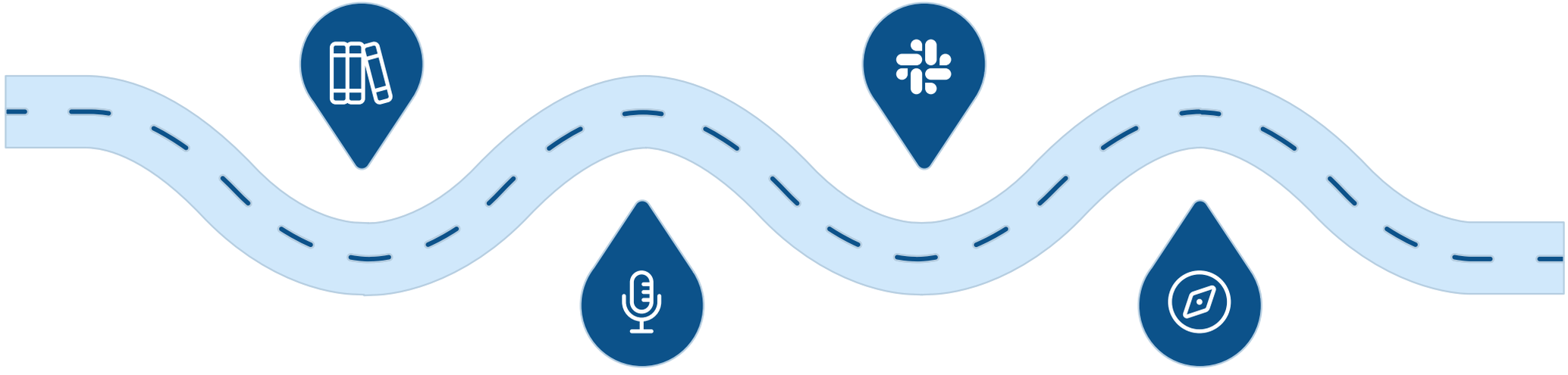
- Meet 100 Solid Leads
- Make Your First (or Next) 3 Sales
- Repeat Your Revenue

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

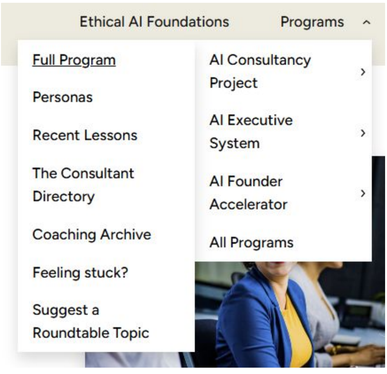
Log In to the Course Platform at https://iwai.co/login

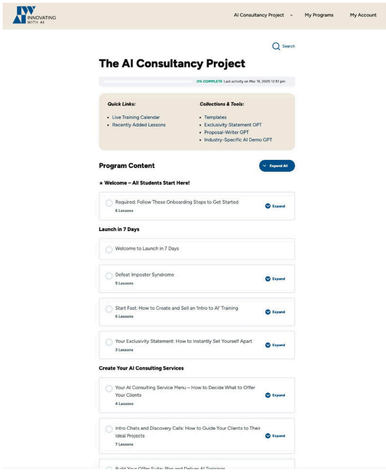
The top bar navigation is your friend! (Expand for Image)



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

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





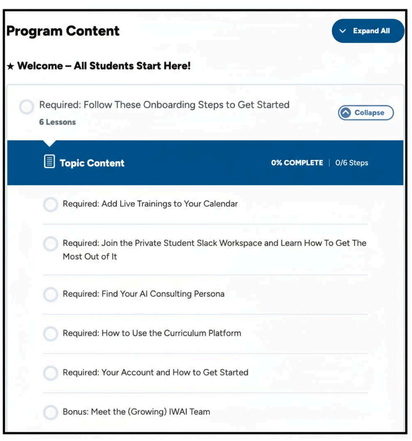
Check Out a Short Cut to Program Resources:



Check out **Collections & Tools** - all the templates, Build It Togethers, 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

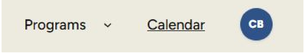
Add Live Events To Your Calendar

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

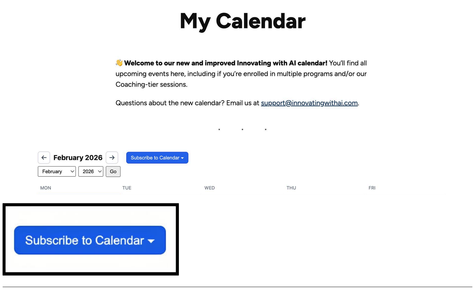
Everyone - Tuesday Live Calls

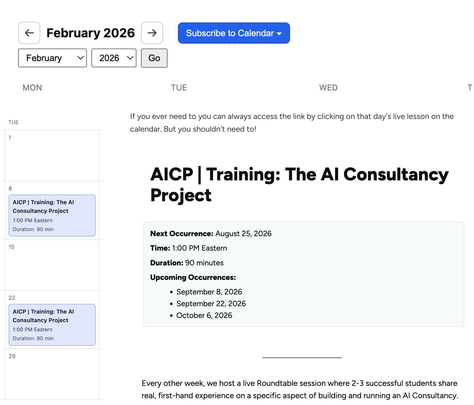
Biweekly on Tuesdays we'll review the AI, sales, or consultancy skills topics that covered in our lessons live. We gather coaches and students who have experiences related to a specific topic on a live call, in a relaxed roundtable format moderated by IWAI coaches. We are leveraging our existing lessons plus the real trials, tribulations, and wins of the student participants.

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



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





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: August 25, 2026
Time: 1:00 PM Eastern
Duration: 90 minutes
Upcoming Occurrences:

- September 8, 2026
- September 22, 2026
- October 6, 2026

Every other week, we host a live Roundtable session where 2-3 successful students share real, first-hand experience on a specific aspect of building and running an AI Consultancy.

Zoom Link: https://geni.us/iwai-live

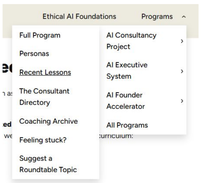
Always recorded. Recordings will be added to the curriculum in the appropriate spot, rather than in chronological order. We also post recently added lessons here.

← 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.

Did you know? You can see upcoming lessons by clicking into the current week's calendar event and looking at "Upcoming...Topics" below!

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.

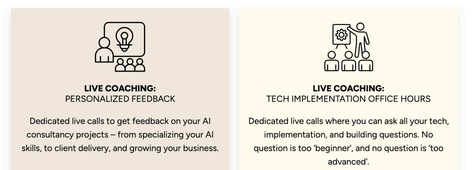


Tip: If you attend a lesson live, feel free to mark that lesson as "done" once we announce on Slack that it's been added to the course! This way when you come across it at another point you know you've already seen that lesson before.

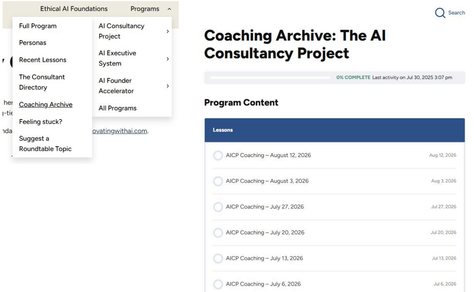
Coaching Students - Everything Above PLUS...

12 months of biweekly 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 your topics in a small group. Join us at **3pm EST every other Wednesday** for office hours on any business development, consultancy and tech questions.)

Coaching and Hybrid Consulting Cohorts Welcome!



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

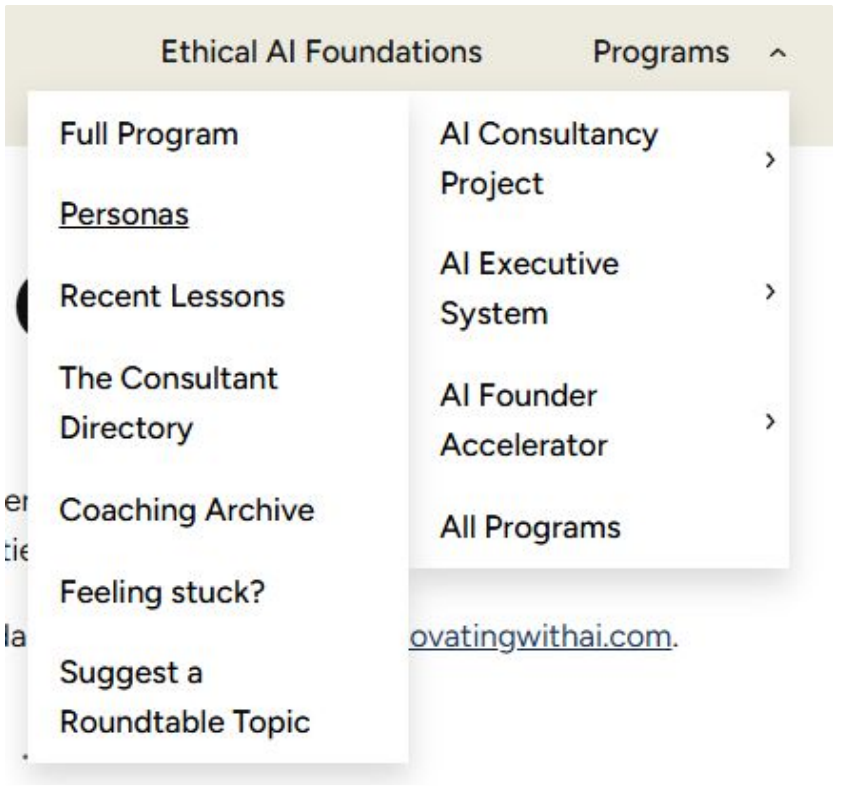
- Join our network of AI consultants! Introduce yourself and connect with new students.

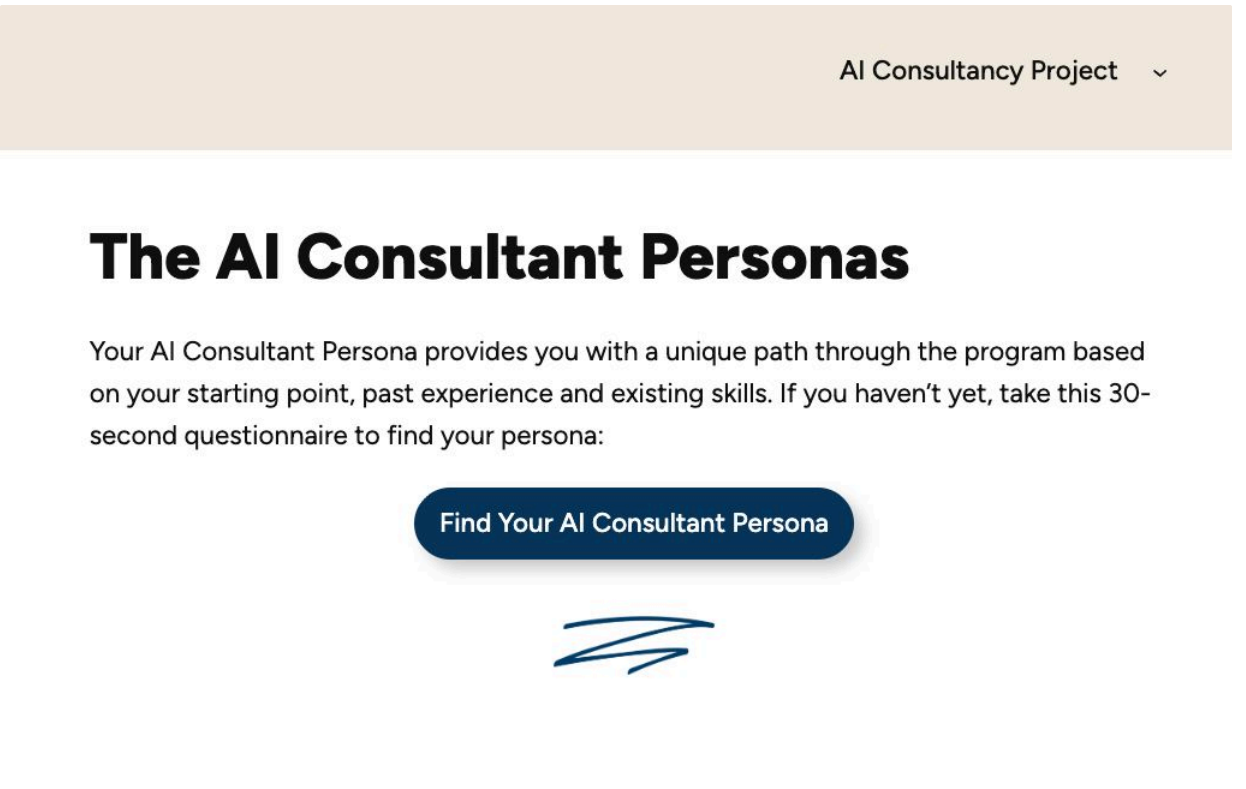
At A Minimum, Catch Essential Updates - 5 Minutes

- **#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)



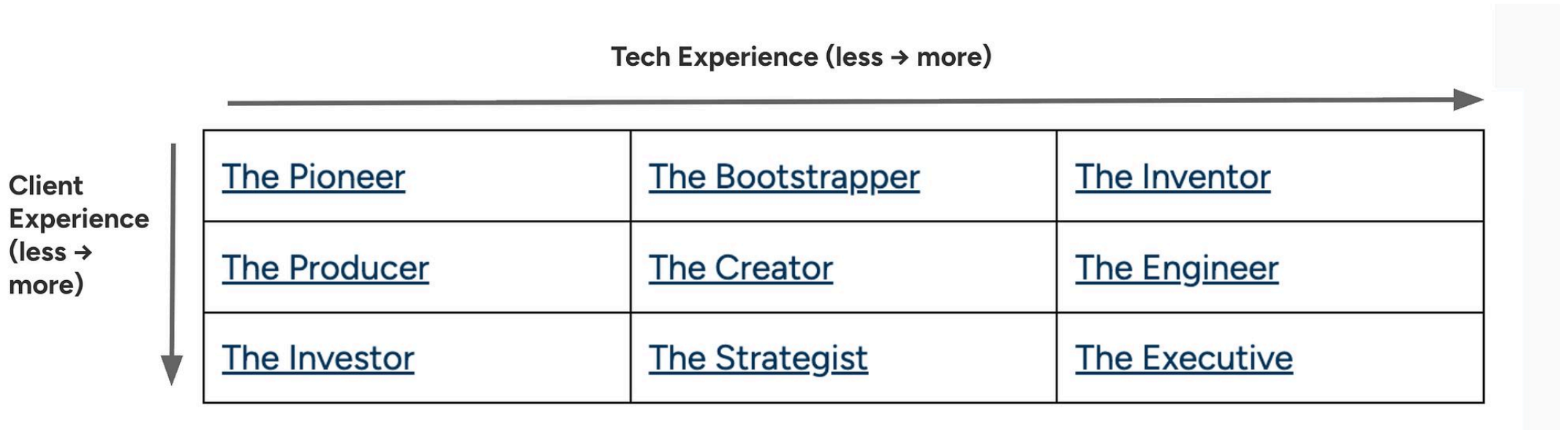


Are you an Owner/Operator who is not launching a consultancy? Click here instead of taking quiz to see the Owner/Operator Persona!

Already running your own business and want to integrate AI into your daily processes?

Explore the Owner/Operator track

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, check out **our bundles page** for options (and discounts!).

Questions? 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 Wednesday Coaching call)*

Tuesday Live Trainings (all students welcome!)

We send these on the main #consultancy-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)

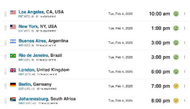
Recordings and notes are posted directly to the #consultancy-coaching Slack channel.

3

Why are your Live Lessons in 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.

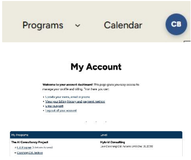


If you are outside of even these time zones, **we've made a 3 minute video for strategies on how to get the most out of the program!**

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" page can be reached by clicking on the circle with your initials in the navigation bar.



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?

- **#consultancy-discussions**
  - Have a question you think the IWAI community can answer? Post it here.

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 channel in the previous 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.

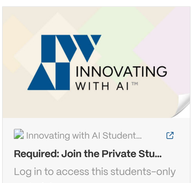
10

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!

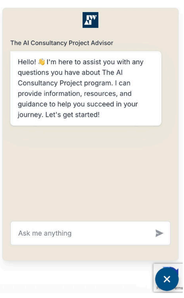


11

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?

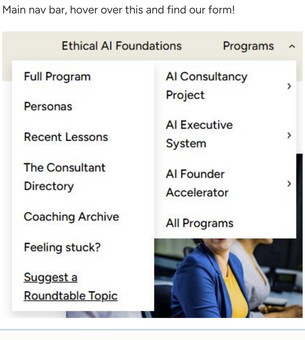
When you're looking at the 'Full Program' from the navigation bar, you'll see this symbol on the right hand side.



13

What if I want to suggest a roundtable topic?

Main nav bar, hover over this and find our form!



14

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 of responses.)

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 that 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/]

IF your name on LinkedIn doesn't match the name they signed up with please shoot a quick email [support@innovatingwithai.com] so we know to accept you.

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

3) As you build up your skills, you can **share** or **search** for additional work, retainers, projects or opportunities in the **#opportunities** channel!

Opportunities shared are not affiliated with or vetted by IWAI. Please do your own due diligence before engaging.

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 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!

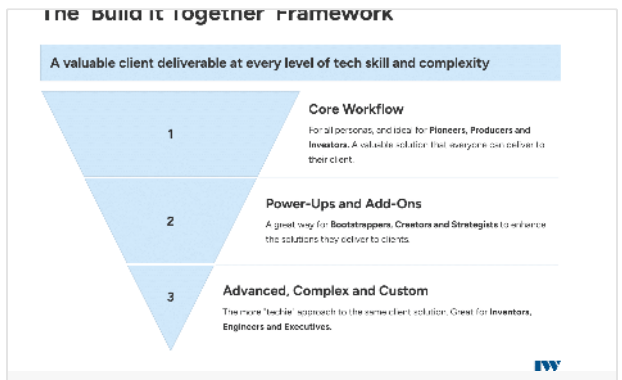
How to Be Successful FAQ

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?



Innovating with AI Student...

Build it Together: Step-by-st...

Ready to explore some no-code solutions you can offer potential...

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! Regular participation in both live and asynchronous discussions will significantly enhance your experience and accelerate your growth as an AI consultant.

We highly recommend:

- Attending the weekly live training sessions and ask real-time questions.
- Immerse yourself in the private Slack workspace.
    - Share your challenges, celebrate your wins, and connect with peers and mentors.

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!

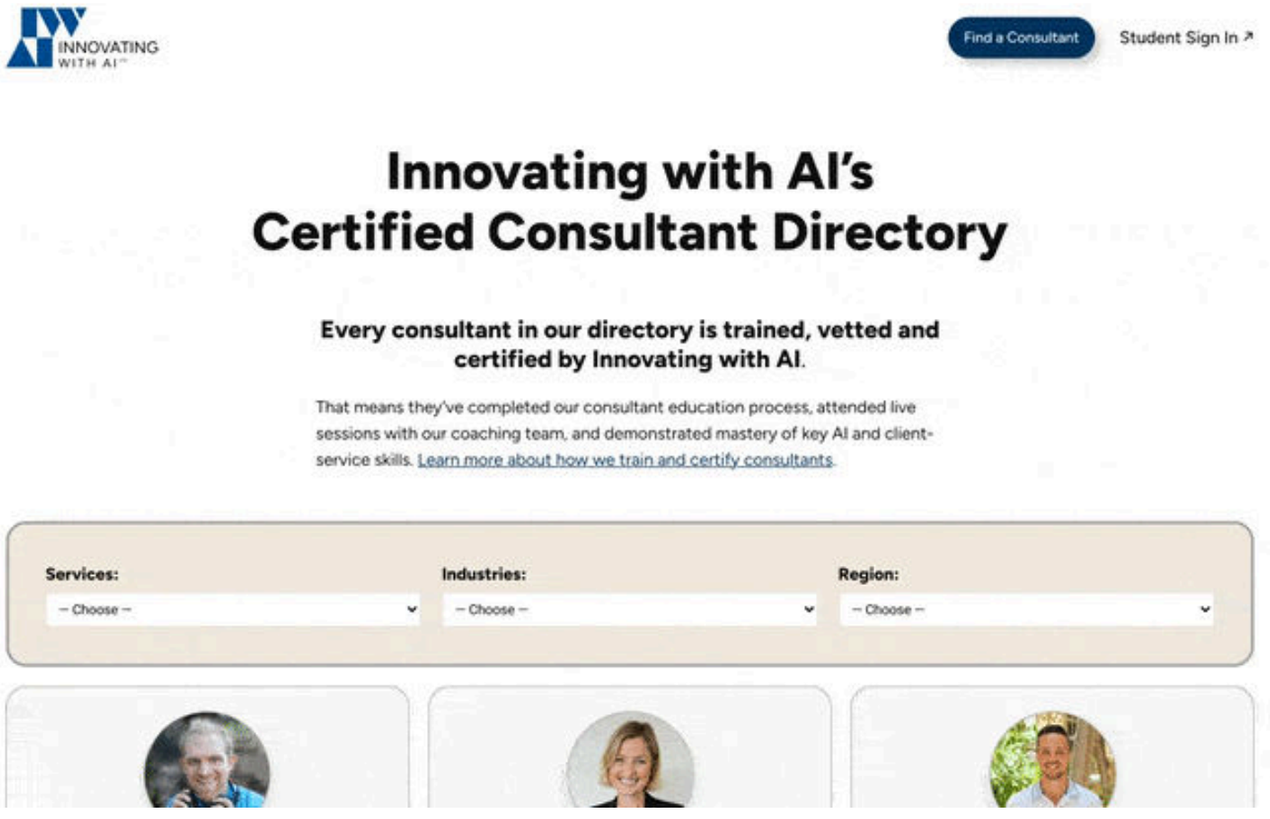
We have promoted consultants who have our approval to our audience of 200,000+ AI enthusiasts and business owners.

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!



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

