

A COMPANION TO

The Quiet Loop

The AI Income Starter Kit

Templates. Scripts. Worksheets. Trackers.

Not ideas. Not theory. Just action.

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BEFORE YOU START

About the examples in this kit

This kit has examples. Most of them use services as the lane — finding small businesses, drafting messages, sending outreach. That's because services are the most concrete to show on a page. The shape of the work is visible: you find someone, you make something small, you send it, you wait.

But the system is the same in every lane. The Quiet Loop runs on Etsy, Gumroad, KDP, and Upwork too — just at different cadences and on different surfaces. The cycle stays the same: find, create, show, get response, improve, repeat.

If your lane is something other than services, here's the translation:

Your lane	What “send a message” looks like	What “new attempt” means
Services / Upwork	A direct message or proposal	A new business or job
Etsy	Publishing a listing	A new product the next week
Gumroad	Sharing the product link in one specific place	A new place to share, then a second product
KDP	Publishing the book	A new keyword refinement, eventually a second book

Read the services-lane examples in this kit as one execution of the system. Then turn to Part Six for your lane's version. The mechanics are the same. The surface is different.

STOP.

Don't use this kit yet.

Do this first (15 minutes):

Find one business.

Create 3 posts.

Send this message:

“Hey — I drafted 3 posts for you. Want me to send them?”

Then come back.

This kit works after you send your first message.

Not before.

The action above is the services-lane version. If your lane is Etsy, Gumroad, or KDP, your first 15-minute action is in Part Six. The shape is the same: do one small thing today.

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How to use this kit

This is not something to study. It's something to run.

Open one section. Use the template or worksheet. Send, publish, or share whatever the section calls for. Close the document. Come back tomorrow and do it again. That's the whole instruction.

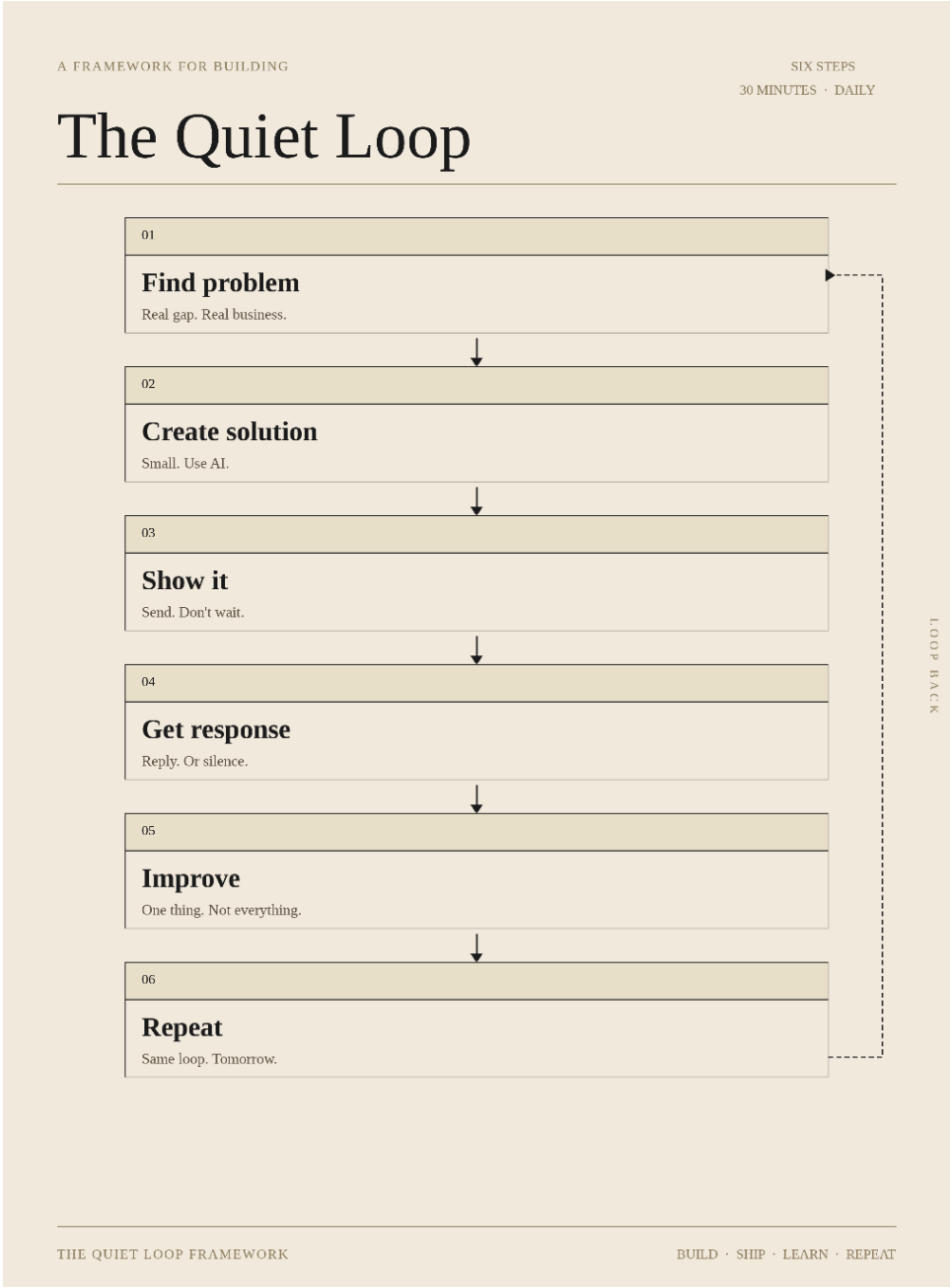
If you feel stuck, don't read more. Use one template and act on it. The kit works when you run the kit. It doesn't work when you read the kit.

ONE RULE *If you find yourself reading instead of acting, stop reading. Do one small thing. Then come back.*

PART ONE

The Quiet Loop

Everything in this kit is in service of one simple cycle. Learn this cycle. Run this cycle. Nothing else matters.



Six steps. Thirty minutes. Daily.

1. Find a real problem — a gap, a need, or a question someone is searching for.
2. Create a small solution — use AI to draft it in twenty minutes.
3. Show it — publish it, send it, share it. Don't wait until you feel ready.
4. Get a response — a reply, a sale, or silence. All three count.
5. Improve one thing — not everything. Just one.
6. Repeat — same loop, next attempt. Tomorrow if you're in a daily-cadence lane. Next week or next month if you're not.

Why this works

The loop removes the thing that stops most people, which is deciding what to do each session. You do the same six steps on a new attempt — a new business in services, a new listing on Etsy, a new chapter on KDP. The work stays the same. The skill compounds. The decision fatigue disappears.

Repetition is the mechanism. Not motivation. Not mindset. Just the same six steps, run on a new attempt, done quietly, again and again, for a few weeks.

AN EXAMPLE *Find: Local café with an inactive Instagram. Create: Three short captions using AI in fifteen minutes. Show: Send a DM. "Drafted three posts that might save you time this week. Want me to send them?" Response: Wait. Maybe a reply. Maybe silence. Improve: Shorten the DM for tomorrow's outreach. Repeat: New business. Same six steps. Tomorrow.*

PART TWO

First Client Roadmap

A realistic picture of what the first two weeks actually look like. Not a promise. A pattern.

Days 1–2: Setup

- Find five to ten local businesses with visible gaps (inactive page, weak content, outdated info).
- Pick one. Identify the simplest problem you can solve.
- Use AI to create two or three pieces of sample content. Edit it so it sounds human.

Days 3–5: Send

- Send ten to fifteen outreach messages.
- Expect silence. This is the week most people quit. Don't.
- Each message uses the template. Each business gets a different sample.

Days 5–10: First signals

- First replies start coming in. Most will be short.
- When someone replies, send your sample immediately. Do not wait.
- If the sample lands well, move to the pricing conversation.

Days 7–14: First conversation. Maybe first client.

- A real exchange about what you'd do weekly. A question about price.
- The first paid yes. Usually modest. Often underwhelming. Always real.

WHAT TO DO IF NOTHING IS HAPPENING BY DAY TEN: *Do not switch methods. Increase volume. Send more messages using the same template. The silence is data. The system hasn't failed. You haven't sent enough yet.*

PART THREE

The full walkthrough

One worked example, end to end. Read it once, then run it on a real business.

Step 1 — Find a business

Open a map app. Search “local gym near me” or “café near me” or any small business type.

Scroll the results. Look for: few reviews, no recent posts, generic description, outdated photos. Any one of those is a gap. Two is an opening. Three is a gift.

Step 2 — Generate content

Open ChatGPT, Claude, or any free AI tool. Use this prompt:

Act as a social media manager for a local gym targeting beginners. Write three short Instagram posts under two sentences each. Keep the tone simple, supportive, and human. Avoid fitness clichés like “transform your life” or “unlock your potential.”

Step 3 — Edit the output

Never send the raw AI output. Read each line aloud. Remove anything that sounds like marketing. Remove anything that sounds like AI. What's left is usable.

This step matters more than the prompt. People who skip the edit get nothing back.

Step 4 — Send the message

Use the outreach template in Part Four. The message is short. The message is specific. The message ends with a question.

Step 5 — Follow up

If there is no reply in two or three days, send one follow-up. Then stop and move on. The goal isn't to close this one. The goal is to run the loop. Another one is always there tomorrow.

THE PATTERN: *Day 1–2: silence. Day 3–5: a reply. Day 5–10: a conversation. None of this is guaranteed. But it's common. Keep running the loop.*

PART FOUR

Outreach templates

Use these word for word at first. Change them only when you've sent enough messages to know what to change.

First message

Hey — I drafted three posts that could save you time this week. Want me to send them?

First message (variation)

Hey — I noticed your page hasn't been updated in a while. I put together a couple of simple posts you could use. Want me to send them?

Follow-up (after 2–3 days of silence)

Hey — just checking if you still want me to send those drafts.

When they ask for the samples

Here are three posts you can use this week: [paste your three edited posts] Feel free to use any of them. Let me know if you'd like me to keep sending fresh ones.

When they ask “do you do this regularly?”

Yeah, I can handle this weekly so you don't have to think about it. It would be \$120 a month.

THE ONE RULE ABOUT PRICING: Say the number and then stop talking. The people who keep talking after the price lose the deal.

What number? For a first client, \$100–\$300/month for ongoing work, or \$50–\$150 for a one-time project. This number goes up as you build experience.

PART FIVE

Three conversations you'll have

The easy client. The confused client. The client who goes silent. Most of your exchanges will be a version of one of these.

Case 1 — The easy client

You	Hey — I noticed your page hasn't been updated. I created three posts you can use. Want me to send them?
Client	Sure.
You	Here are three posts you can use this week: [paste posts]
Client	These are good. Do you do this regularly?
You	Yeah, I can handle this weekly, so you don't have to think about it. Around \$120 a month.
Client	Let's try.

This conversation happens more than you'd expect. Not every day. But enough that when it happens, you'll recognize the shape.

Case 2 — The confused client

Client	What exactly do you do?
You	I help you stay consistent with content, so you don't have to think about it. I have already drafted something for you if you want to see.

Don't explain. Show. The sample is the explanation.

Case 3 — The client who goes silent

Day 1	You send the first message.
Day 2–3	No reply.
Day 3	You send the follow-up: "Hey — just checking if you still want those drafts."
Day 5+	Still silent. Move on. Send another business.

Most people who go silent weren't going to become clients. That's fine. The system assumes silence is the default. Replies are the surprise.

PART SIX

Other Lanes

If services aren't your lane, the next four pages are for you. Pick the lane that matches what you decided in the book. Use that lane's section. Skip the rest.

The Quiet Loop is the same across all five lanes. The surface is different. Find. Create. Show. Get response. Improve. Repeat. Always.

PART SIX-A

The Upwork Lane

On Upwork, clients are already raising their hands. They've posted a job. Your job is to show up faster, more specifically, and with a small sample most other applicants didn't bother to make.

The sample is the entire game. Most applicants describe what they'd do. You do five minutes of the actual work and show it.

The Upwork starter prompt

Act as a freelance [role]. The client posted: [paste full job description]. Write a complete proposal: (1) one sentence acknowledging what they asked for, (2) the actual sample of the work — at least 50 words of finished output, not a description, (3) one sentence offering more like it, (4) one short question about timeline. Total under 100 words. Do not list my qualifications. Do not say “I'm excited.”

Worked example

Job posted: “Looking for someone to write 5 short Instagram captions for our local bakery.”

What 80% of applicants send:

Hi! I have 3 years of experience writing engaging social media content. I'd love to work on your bakery captions. My rates are \$X. Looking forward to hearing from you!

What you send:

Hi — I read your post. Here's one caption to start: Sourdough doesn't care about your Monday. We've been folding this batch since 4 a.m. Come pick one up before noon. Happy to do four more like this if it works for you. What's the timeline?

THE UPWORK RULE *Most applicants describe the work. Send the work. The applicant who shows up with one finished thing wins the job they shouldn't have qualified for.*

PART SIX-B

The Etsy Lane

Etsy is the lane where the listing is the outreach. You don't message anyone. You publish a small product, list it correctly, and Etsy's search does the rest.

First product: 30–60 minutes to make using AI. A printable, a planner template, a guide, a digital art file. Specific niche, specific problem, simple format.

How to make it: Use ChatGPT to draft the content (the planner pages, the worksheet questions, the guide chapters). Then paste the content into Canva (free) or Google Docs to lay it out visually. Export as PDF. That's your product.

The Etsy starter prompt

Act as an Etsy listing strategist. I'm selling a [product type] for [specific buyer]. The product solves [specific problem]. Write: (1) a title under 140 characters with the most-searched keywords first, (2) a description that opens with the buyer's pain in one sentence, lists what's included as bullet points, and closes with what they'll do with it. No exclamation marks. Don't say "Welcome to my shop." Don't use the word "perfect."

Worked example

Niche: ADHD-friendly weekly planners. Existing listings are mostly aesthetic templates that don't account for executive-function challenges.

*Title: ADHD Weekly Planner Printable | Quick notes | Digital Download | A4 + US Letter
Opening: Standard planners assume you can predict your week. Includes: Weekly time-block page, quick notes, three-priority page. PDF, A4 + US Letter.*

Publishing the listing

Open an Etsy seller account if you don't have one (etsy.com/sell, free to set up). Listing fee is \$0.20 per item, charged when published. For digital products, set "Type" to Digital and upload your file. Add 1–3 mockup images you can make in Canva for free. Set shipping to "Digital — instant download." Publish.

Once it's live, do nothing for a week. Etsy's algorithm needs time to test where to show your listing. Don't keep editing it. Don't keep checking views. Come back in 7 days and look at the data.

THE ETSY RULE: *Title is search. First sentence is hook. Bullets are proof. Skip any of the three and the listing dies.*

PART SIX-C

The Gumroad Lane

Gumroad is the simplest lane in mechanics and the hardest in distribution. The product page is easy. Getting anyone to see it is the work.

First product: a guide, swipe file, template pack, or short PDF that solves one problem in 5–30 pages. Price it low — \$7–\$15. You're not optimizing for revenue. You're optimizing for the proof that strangers buy your work.

The Gumroad starter prompt

Act as a direct-response copywriter. I'm selling a [product type] for [specific buyer]. The product solves [specific problem]. Write: (1) a one-sentence headline that names the buyer's frustration as a question, (2) a 200-word "who this is for" section, (3) three bullets naming concrete outcomes, (4) one paragraph for "who this isn't for." No exclamation marks. No hype. Tone direct.

Worked example

Product: 30 Cold Email Templates That Get Replies — for Freelancers in Their First Year. \$9.

Headline: Tired of sending cold emails that get ignored? Who this is for: You're a freelancer in your first year. You've sent 20–50 cold emails. Most got no reply. The few that did weren't useful. The problem isn't you. It's the templates. Who this isn't for: If you're already getting 30%+ reply rates, this won't help.

THE GUMROAD RULE *The page is 30% of the work. Distribution is 70%. A great page no one sees doesn't sell. A decent page in front of the right specific person does.*

PART SIX-D

The KDP Lane

KDP is the slowest lane to first sale and the most patient lane to first \$1,000. You publish a short book — 30–60 pages on a specific topic — and let Amazon's algorithm find buyers over time.

First book: a specific reader, a specific situation, a specific takeaway. Readable in 2–3 hours. Applicable the same week. Not a memoir. Not a definitive guide.

The KDP outline prompt

Act as a non-fiction book editor. I'm writing a short Kindle book (40–50 pages) for [specific reader] who wants to [specific outcome]. The reader has [their current situation]. Generate: (1) title and subtitle, (2) 6–10 chapters, each named after one specific problem the reader has, (3) one-sentence chapter summary for each. Readable in 2–3 hours. No introduction longer than 2 pages.

Worked example

Niche: career-change resumes for people in their 40s. Real demand. Existing books are generic resume guides.

*Title: Career-Change Resumes for Your 40s Subtitle: How to Reframe Your Experience for a New Field — A 50-Page Guide With 12 Templates for Mid-Career Professionals
Reader: 42-year-old in finance pivoting to product management. Sent resume to 30 jobs. Three responses, all from finance recruiters.*

THE KDP RULE *Specific reader, specific niche, specific length, specific keywords. The book that tries to be for everyone gets bought by no one.*

PART SEVEN

The AI Prompt Builder

AI gives bad output when asked vague questions. The fix is structure. Every good prompt has three parts.

1. Role — tell the AI who it is

Examples: social media manager, copywriter, Etsy product strategist, outreach assistant.

This gives the AI a job to do. Without a role, it writes like a generic assistant — bland, safe, and unusable.

2. Context — tell the AI the situation

Examples: local gym, beginner audience, family dentist, real estate agent targeting first-time buyers.

This makes the output relevant to the specific business, not to “businesses” in general.

3. Constraints — tell the AI how to write

Examples: keep it under two sentences, sound human, avoid clichés, do not use words like “transform” or “unlock.”

This is the step most people skip. It's the step that makes the difference between usable and unusable.

THE FORMULA *Role + Context + Constraints. Every good prompt has all three.*

Weak prompt vs. strong prompt

WEAK: Write three Instagram posts for a gym.

STRONG: Act as a social media manager for a local gym targeting beginners. Write three short Instagram posts under two sentences each. Keep the tone simple, supportive, and human. Avoid generic fitness clichés like “transform your life” or “unlock your potential.”

PART EIGHT

Worksheets

Three short worksheets. Use them once until you don't need them. Then stop.

Prompt builder

Fill in each step. The final prompt writes itself.

- Role — Who is the AI acting as?
- Context — What is the situation?
- Output — What exactly do you want?
- Constraints — How should it write?

Outreach message

Fill in the blanks. The message writes itself.

Hey — I noticed _____. I created _____. Want me to send it?

Conversation prep

Practice what you'll say when someone replies. Writing it out now means you won't freeze when it happens live.

- If they say “Sure” — your reply (send the samples, then one sentence about frequency).
- If they ask the price — your reply (give one number, stop talking).
- If they hesitate — your reply (offer more examples, not more pressure).
- Your follow-up message — short, no pressure, gives them an easy out.

PART NINE

Daily tracker

One page per day. Fill it in at the end of each thirty-minute session. Progress is what's on these pages, not what's in your head.

Date	
Messages sent	
Replies	
Follow-ups sent	
Wins (any size)	

One thing I improved today:

HOW TO USE THIS *Print it. Or duplicate it in a notes app. Fill it in at the end of each session — not the beginning. The wins column includes everything: a reply, a question asked, a new business added to the list. A win is anything that wasn't true yesterday.*

Completed example

Date: March 12 | Messages sent: 12 | Replies: 2 | Follow-ups sent: 4

Wins: Got first real reply (“Sure”). One business viewed message. Improved message clarity.

One thing I improved today: Shortened outreach message from 4 sentences to 2 sentences.

Reflection: Most messages got no response, but the shorter version performed better. Tomorrow I'll keep the same message and increase volume instead of changing strategy.

PART TEN

Your first ten attempts

The first ten messages are data. Not success or failure. Data. Fill this in as you go. Patterns will show up by attempt seven.

#	Business	Response	What I learned
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

PART ELEVEN

What to do next

When you get stuck, don't think. Look at this page. Do what it says.

THE DECISION GUIDE: *If no reply → follow up in two or three days. Then move on. If they reply → send the samples immediately. Do not wait. If they ask the price → give one number. Stop talking. If they hesitate → offer more samples. Do not offer discounts. If you're stuck → send more messages. Do not switch methods. If nothing feels like working → read the next page. Then send one more.*

PART TWELVE

The boring middle

You will feel like it's not working. This is the part where most people quit.

Do this instead

- Send one more message.
- Improve one thing — just one.
- Don't switch strategy.
- Close the document. Come back tomorrow.

WHAT “NOT WORKING” ACTUALLY MEANS: *You are still in the part that doesn't look like working yet. The silence is not failure. It's progress without applause. The system is not broken. You just haven't done it enough times yet. Boredom is not failure. It's the thing that comes right before the first reply.*

Final note

If this kit helped you take one action, keep going.

The system works when you run the system.

One message today is enough.

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A companion to

The Quiet Loop

A Beginner's System for Making Your First \$1,000 Online

With ChatGPT and AI Tools — in 30 Minutes a Day

by Adrian Koval