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FREE RESOURCE

# Where to Actually Sell AI Work Right Now

An honest map of Fiverr, Upwork, Gumroad, Etsy, Contra, and Whop. What sells, what each one costs, and how a student lands the first paying client.

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You already know how to make decent stuff with AI. You can write a clean cover letter, build a quick landing page, clean up a logo, turn a messy doc into a slide deck. The thing nobody tells you is that the hard part was never the making. It is finding the person who will pay you for it. This guide is the map. Six real platforms, what each one actually charges in 2026, what sells on each, what to price your first job, and the exact steps to land client number one. No "passive income" fantasy. Just where the buyers are and how to reach them this week.

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## First, sort what you sell into two buckets

Before you pick a platform, get clear on which of two things you are selling, because they live in different places.

Bucket one is services. Someone hands you a problem and you hand back a result. A resume rewritten, a logo made, a website built, a podcast episode transcribed and turned into a blog post, a spreadsheet cleaned up. You do the work, they pay once. This is where Fiverr, Upwork, and Contra live.

Bucket two is products. You make one thing and sell it over and over without doing new work each time. A Notion template, a pack of 50 AI prompts, a Canva resume template, a set of digital wall art prints, a short course on how to use a tool. This is where Gumroad, Etsy, and Whop live.

Most people who win at this start in one bucket and add the other later. You do five resume rewrites on Fiverr (services), notice you keep making the same fixes, then package a resume template and sell it on Etsy (product). The service teaches you what people will pay for. The product is how you stop trading hours for dollars. Pick your starting bucket based on what you can deliver in the next seven days, not what sounds most exciting.

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## Fiverr: the fastest way to get your first dollar

Fiverr is a marketplace where buyers search for a service and pick a seller. You list a gig, someone buys it, you deliver. The reason to start here is volume. Millions of people land on Fiverr already knowing they want to buy something, which means you are not convincing anyone that they need help. You are just convincing them to pick you.

What sells for beginners: AI-assisted writing (blog posts, product descriptions, email sequences), logo and simple brand work, resume and LinkedIn rewrites, short-form video editing, voiceover cleanup, and Notion or spreadsheet setup. The honest truth is the AI image and writing categories are crowded, so you win on speed, clear communication, and a tight niche. Not 'I write content,' but 'I write SaaS onboarding emails for early-stage startups.'

The money part: Fiverr takes 20 percent of every order in 2026. No tiers, no exceptions. So a \$50 gig pays you \$40. The buyer also pays a service fee on top, which is their problem, not yours, but be aware it makes your gig feel a little pricier than the sticker. AI is explicitly allowed across every category, treated like Photoshop or Excel. You just cannot use it to deceive, infringe copyright, or impersonate. Deliver real work and you are fine.

Beginner pricing: start your base gig at \$15 to \$25 with two paid upsells (faster delivery, extra revision, a second version). Your first three to five orders exist to get reviews, not profit. Price low, overdeliver, ask politely for the review. Once you have five solid reviews, raise prices.

## Upwork: where the bigger, repeat money is

Upwork works differently. Instead of buyers finding your listing, you find their job posts and send a proposal. It is more work per client, but the clients are bigger and they come back. A Fiverr buyer wants one logo. An Upwork client wants someone to run their content for six months.

What sells: AI-augmented work that looks like a real role. Content writing and editing, marketing automation setup (think building flows in tools like Make or Zapier), chatbot and GPT setup for small businesses, data cleanup and analysis, and 'help me actually use AI in my business' consulting. Small business owners are paying real money right now for someone twenty-something who just gets these tools.

The money part, and read this carefully: applying costs money. Upwork sells 'Connects' at about \$0.15 each in 2026, and most job applications cost around 16 Connects, so roughly \$2.40 per proposal. The free plan gives you a small monthly allotment to start. On your earnings, Upwork now charges a variable service fee between 0 and 15 percent per contract, locked when you send the proposal, so you see your cut before you commit.

Beginner move: do not spray 40 proposals. Send 5 to 8 sharp ones a week to jobs you can clearly do. Each proposal should open by naming their specific problem in one sentence, then say exactly how you would solve it, then one line of proof (a sample, a past result, even a free mini-version you made for them). Generic 'I am hardworking and passionate' proposals are why people think Upwork does not work. It works. Lazy proposals do not.

## Contra: keep all your money, bring your own clients

Contra is the one to know about because of one number: it takes 0 percent commission. You keep everything except the standard payment processing fee (about 2.9 percent plus 30 cents, the same Stripe charges everyone). Compare that to Fiverr eating 20 percent and you see why this matters.

The catch is that Contra has way less built-in buyer traffic than Fiverr or Upwork. It is less a place where strangers find you and more a clean, professional home base for clients you already found, somewhere on Instagram, in a campus Slack, through a friend, on X. You send them a Contra link, they see your portfolio and pay you through it, and you do not lose a fifth of the job to the platform.

What sells: anything in the services bucket, but Contra leans toward design, web, content, and 'AI-enabled creative.' The crowd here skews modern and tech-forward, which fits AI work well.

How to actually use it: build a clean Contra profile with three to five of your best samples (even practice projects count, just be honest they are practice). Then use Fiverr or Upwork to get your first reviews and skills, and as soon as someone wants ongoing work or a referral comes in cold, move that relationship onto Contra so the platform stops taking a cut. Think of Fiverr as the place you get discovered and Contra as the place you get paid in full.

## Gumroad and Whop: selling the same thing more than once

These two are for the product bucket. You make a digital thing once and sell copies forever. This is how you stop trading hours for dollars.

Gumroad is the simplest storefront on the internet. Sign up, upload a file, set a price, share the link. It handles checkout, delivery, and taxes. The fee in 2026 is a flat 10 percent per sale plus payment processing, and there is a catch worth knowing: if a buyer finds you through Gumroad's own Discover search instead of your link, the fee jumps to 30 percent on that sale. So drive your own traffic and you keep 90 percent.

Whop is the newer, sharper option, especially if what you sell is access to something ongoing: a community, a course, a tool, a Discord with premium channels, a monthly prompt drop. Whop's fee is lower, around 3 percent per sale, and it is built for recurring memberships and digital products with a more modern feel. If your AI product is 'one file,' Gumroad is fine. If it is 'a thing people subscribe to or a community they join,' Whop fits better.

What actually sells as an AI product: Notion templates, prompt packs for a specific job (real estate agents, teachers, job seekers), AI-built Canva template bundles, short 'how to use this tool' mini-courses, and AI art or asset packs. The winners are specific and solve one clear problem for one clear person. 'AI prompts' sells nothing. '50 ChatGPT prompts that write your weekly nursing school case studies' sells.

Beginner pricing: \$9 to \$29 for a template or prompt pack, \$29 to \$79 for a small course or bundle. Launch low, get your first 20 buyers and a few testimonials, then raise the price.

## Etsy: the search engine nobody thinks of for digital AI products

People think Etsy is candles and knit hats. It is also one of the biggest search engines for digital downloads on the planet, and buyers there arrive with their credit cards already out. That is the whole point: Etsy has buyer intent baked in. Nobody browses Etsy for fun without buying.

What sells: AI-generated and AI-assisted digital products that fit Etsy's audience. Printable wall art, digital planners, resume and CV templates, social media templates, coloring pages, invitations, and small business kits. The audience skews toward people who want something pretty and useful right now and will pay \$5 to \$15 for it.

The honest rules: Etsy requires you to disclose when a product is AI-generated, and the work has to be genuinely yours, meaning you designed and produced it, not just resold someone else's file. Follow that and you are fine. Fees are modest: a small listing fee per item (around 20 cents) plus a transaction and payment processing fee, which together usually land under 10 percent. Cheaper than Fiverr, more buyer traffic than Gumroad.

Beginner move: the game on Etsy is SEO. Your title and tags are everything. Use the exact words a buyer would type, like 'minimalist digital wedding invitation template editable Canva.' Make 20 to 40 listings, not 3, because more listings means more search surface area. Price digital downloads at \$4 to \$12 to start, and let volume do the work.

## The first-client playbook: from zero to paid this week

Pick one platform based on your bucket. Services and you want speed: Fiverr. Services and you have a network already: Contra. Products and you can make one this week: Etsy or Gumroad. Do not open accounts on all six. One platform, all your energy, until you have your first five sales.

Day one to two: build the listing or profile. Write it like a human talking to one specific person. Lead with the result they get, not your process. Use a clear title with the words your buyer would search. Add one real sample, even if you made it for practice.

Day three to four: make the work undeniable. Create three portfolio pieces by doing the actual job for an imaginary client. Rewrite a real company's bad 'About' page. Build a sample Notion template. Make the logo you wish a local cafe had. Real artifacts beat any 'I am skilled at' sentence.

Day five to seven: get the first one across the line. On Fiverr or Etsy, share your gig or shop link in one or two places where your buyer actually hangs out, a relevant subreddit (read the rules first), a campus group, a Discord. On Upwork, send 5 to 8 tight proposals. On Contra, message the three people you already know who need this and offer a fair first-project price.

The rule that gets you reviews: your first three jobs are not about money. Price them low, deliver more than promised, hit the deadline early, and ask once, politely, for an honest review. Five real reviews change everything. After that, raise prices 30 to 50 percent and keep going. The first dollar is the hardest one. Everything after it is just repeating what worked.

## How the Desk turns this PDF into the companion video

The Desk runs this PDF through a fixed pipeline so the video says exactly what the guide says, just faster and on screen. Step one: a script agent reads all eight sections and the swipeables, then compresses them into a single spoken narration that follows the same order (two buckets, then platform by platform, then the first-client playbook). Nothing new is invented. The video is the PDF read aloud by someone who knows it cold.

Step two: a scene-mapping agent splits the narration into shots and tags each line with what should be on screen, a platform logo, a fee number, a checklist item, a screen recording. Step three: an asset agent gathers every logo, captures the b-roll (real Fiverr and Etsy screens), and builds the lower-third graphics for each fee. Step four: a voice agent generates the narration audio with ElevenLabs. Step five: everything assembles in Remotion and renders to a 16:9 master plus a 9:16 cut for social. One PDF in, one finished video out, with the short pulled from the same render.

## Companion video narration script (full)

[OPEN] You already know how to make decent stuff with AI. The hard part was never the making. It is finding the person who will pay you for it. So let me give you the map. Six platforms, what each one really costs in 2026, and where you should start.

[BUCKETS] First, sort what you sell into two buckets. Bucket one is services. Someone hands you a problem, you hand back a result, they pay once. A resume rewritten, a logo made, a website built. Bucket two is products. You make one thing and sell it over and over. A Notion template, a prompt pack, a Canva design. Services live on Fiverr, Upwork, and Contra. Products live on Gumroad, Whop, and Etsy. Pick your bucket based on what you can deliver in the next seven days.

[FIVERR] If you want your first dollar fast, start with Fiverr. Buyers show up already wanting to buy, so you just have to be the one they pick. AI writing, logos, resume rewrites, video editing, Notion setup. Fiverr takes 20 percent, so a 50 dollar gig pays you 40. Start low, around 15 to 25 dollars, and your first few orders exist to earn reviews, not profit.

[UPWORK] Upwork is where the bigger, repeat money is. You apply to job posts instead of waiting to be found. Applying costs a little, about two and a half dollars per proposal in Connects, and Upwork takes a variable cut up to 15 percent. So do not spray 40 proposals. Send five to eight sharp ones a week. Open by naming their exact problem, say how you will fix it, show one piece of proof.

[CONTRA] Here is the one to remember. Contra takes zero percent commission. You keep everything but the card processing fee. The trade-off is there is less built-in traffic, so use Contra as your home base for clients you already found. Get discovered on Fiverr, get paid in full on Contra.

[PRODUCTS] Now the product bucket. Gumroad is the simplest store on the internet. Upload a file, set a price, share the link, keep 90 percent. Just drive your own traffic, because if a buyer finds you through Gumroad's own search, the fee jumps to 30 percent. Whop is the newer one, around 3 percent, and it is built for memberships, communities, and courses. And do not sleep on Etsy. It is a giant search engine for digital downloads where people arrive ready to buy. Printables, planners, resume templates, AI art. Just disclose that it is AI-made and make sure the design is genuinely yours.

[PRODUCT RULE] One rule for products. Specific sells, vague does not. 'AI prompts' sells nothing. '50 ChatGPT prompts that write your weekly nursing school case studies' sells. Name the exact person who buys it.

[PLAYBOOK] So here is your week. Pick one platform, not six. Day one and two, build the listing for one specific buyer and lead with the result. Day three and four, make three real portfolio pieces by doing the job for an imaginary client. Day five through seven, get the first sale across the line and share your link where your buyer actually hangs out. Price your first three jobs low, overdeliver, hit the deadline early, and ask once for an honest review. Five reviews change everything.

[CLOSE] The first dollar is the hardest one. Everything after it is just repeating what worked. The free guide has the fee cheat sheet, the gig templates, and the proposal script all ready to paste. Grab it and go land client number one.

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## Scene map

Scene 1 (0:00-0:10) OPEN: Presenter on camera, bold text overlay 'The hard part isn't making it.' Cut to fast montage of AI outputs (logo, email, slide).

Scene 2 (0:10-0:35) BUCKETS: Split screen graphic. Left side 'SERVICES (paid once)' with Fiverr/Upwork/Contra logos sliding in. Right side 'PRODUCTS (sell forever)' with Gumroad/Whop/Etsy

logos.

Scene 3 (0:35-1:00) FIVERR: Screen recording of a Fiverr gig page. Lower third graphic: '20% fee | \$50 gig = \$40 to you'. Highlight 'start \$15-25'.

Scene 4 (1:00-1:25) UPWORK: Screen recording of an Upwork job feed. Lower third: '~\$2.40 per proposal | 0-15% fee'. On-screen rule card: 'Send 5-8 sharp proposals, not 40.'

Scene 5 (1:25-1:45) CONTRA: Big number animation '0% commission' counting down to zero. Lower third: 'only ~2.9% + 30c processing'. Caption 'Get discovered on Fiverr, paid in full on Contra.'

Scene 6 (1:45-2:20) PRODUCTS: Three quick cards flipping: Gumroad 'flat 10% (30% via Discover)', Whop '~3%, memberships', Etsy 'huge buyer search, disclose AI'.

Scene 7 (2:20-2:35) PRODUCT RULE: Text animation. Strike through 'AI prompts'. Type out '50 ChatGPT prompts that write weekly nursing school case studies' in green.

Scene 8 (2:35-3:10) PLAYBOOK: Animated 7-day timeline, days light up one by one with the checklist items.

Scene 9 (3:10-3:25) CLOSE: Presenter on camera. End card with free guide URL [atlas.elevenviews.io](https://atlas.elevenviews.io) and the slug.

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## Asset checklist

Logos (SVG, official brand kits): Fiverr, Upwork, Contra, Gumroad, Whop, Etsy.

Screen recordings (1080p, clean browser, no personal info visible): a Fiverr gig page, an Upwork job feed with a half-written proposal, a Gumroad product page, an Etsy digital-download search results page.

Graphics built in Remotion: split-screen buckets card, six fee lower-thirds (one per platform), the '0% commission' counting animation, the strike-through product-name animation, the 7-day timeline.

Audio: ElevenLabs narration (voice: warm, direct, mid-20s read), one royalty-free background track at -18 LUFS under voice, soft whoosh transitions.

Presenter footage: open shot and close shot, shot vertical-safe so the 9:16 cut works. Neutral background, good light.

Fonts and palette: Eleven Views brand kit (existing). End card template with [atlas.elevenviews.io](https://atlas.elevenviews.io) and slug `platforms-to-sell-ai-work`.

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## Render recipe

Tooling: Remotion (React) for the master composition.

Master: 1920x1080, 30fps, H.264, target 8-10 Mbps, audio AAC 256kbps. Roughly 3:25 runtime.

Social cut: duplicate composition at 1080x1920, 30fps. Reframe presenter to vertical-safe, scale screen recordings to fit with captions burned in (auto-captions from the narration transcript, white text + soft drop shadow, max 2 lines).

Loudness: normalize voice bus to -16 LUFS integrated, music ducked to -24 LUFS under speech via sidechain.

Burned-in captions on the social cut only. Master keeps captions as a toggleable track.

Export pipeline: render master, then render 9:16, then auto-slice the 0:00-0:45 hook segment for the short. Deliver three files: master\_16x9.mp4, full\_9x16.mp4, short\_9x16.mp4. QC pass: check every few number on screen matches the PDF cheat sheet before publish.

## Swipe file

Copy, paste, adjust. These are the exact prompts and templates.

### FIVERR GIG DESCRIPTION (PASTE AND EDIT)

TITLE: I will [specific result] for [specific person] using AI + a human eye

Example: I will write SaaS onboarding emails that actually get opened for early-stage startups

#### DESCRIPTION:

Hi, I am [name]. You need [the thing] done well and you do not have time to do it yourself. That is exactly what I do.

Here is what you get:

- [Deliverable 1, be specific]
- [Deliverable 2]
- Delivered in [X] days
- [1 free revision]

Why me: I use AI tools to work fast, then edit every word by hand so it sounds like a person, not a robot. You get speed and quality.

Message me before ordering and tell me about your project. I will confirm I can nail it before you pay a cent.

#### UPSELLS:

- 24-hour delivery (+\$10)
- Extra version / variation (+\$15)
- [Niche-specific add-on] (+\$20)

### UPWORK PROPOSAL TEMPLATE THAT GETS REPLIES

First line names THEIR problem, not you:

"You need [specific thing from their post] and it sounds like the last person left it half-finished. I can take it from here."

Then exactly how:

"Here is how I would do it:

1. [Step]

2. [Step]

3. [Step]

I use [tool] + [tool] so this gets done in [timeframe], not weeks."

Then one line of proof:

"I built something similar here: [link]. I also made a quick [sample/mockup] for YOUR project so you can see the direction: [link]."

Close:

"Want to hop on a 10-minute call this week, or I can just start with a small paid test task so you can see the quality risk-free?"

RULE: Never write 'I am hardworking and passionate.' Show, do not claim. Send 5 to 8 of these a week, not 40.

### PRODUCT IDEA FORMULA (FOR ETSY / GUMROAD / WHOP)

Bad product: 'AI prompts' or 'Notion template'

Good product: [Number] + [exact tool] + [exact job] + [exact person]

Fill in the blanks:

\_\_\_ [number, e.g. 50]

\_\_\_ [tool, e.g. ChatGPT / Notion / Canva]

\_\_\_ [outcome, e.g. that write your weekly]

\_\_\_ [person + their task, e.g. nursing school case studies]

Examples that sell:

- '50 ChatGPT prompts that write weekly nursing school case studies'
- 'Notion job-search tracker for new grads (with AI cover letter prompts)'
- 'Editable Canva resume template for finance internships'
- '30 AI art prints for minimalist apartments (digital download)'

If you cannot name the exact person who buys it, it will not sell. Specific wins.

### PLATFORM + FEE CHEAT SHEET (2026)

FIVERR – services. 20% fee. High buyer traffic. Best for first reviews fast. AI allowed in all categories.

UPWORK – services, bigger/repeat clients. 0–15% variable fee + ~\$0.15/Connect to apply (~\$2.40 per proposal). Send few, sharp proposals.

CONTRA – services. 0% commission, only ~2.9% + 30c processing. Low built-in traffic. Use it for clients you already found so you keep all the money.

GUMROAD – digital products. Flat 10% + processing. Jumps to 30% if buyer finds you via Gumroad Discover, so drive your own traffic.

WHOP – digital products + memberships/communities. ~3% fee. Best for subscriptions,

courses, Discord access.

ETSY – digital downloads. ~20c listing + transaction/processing (under ~10% total). Huge buyer-intent search engine. Must disclose AI-generated work. SEO is everything.

### FIRST-WEEK CHECKLIST

- [ ] Pick ONE platform (don't open six accounts)
- [ ] Decide: am I selling a service or a product this week?
- [ ] Write the listing for ONE specific buyer, lead with the result
- [ ] Use the words a buyer would actually search in the title
- [ ] Make 3 real portfolio pieces (do the job for a fake client)
- [ ] Set beginner price LOW (services \$15–25, products \$9–29)
- [ ] Add 1–2 paid upsells
- [ ] Share in 1–2 places your buyer actually hangs out (read the rules)
- [ ] Upwork only: send 5–8 tight proposals
- [ ] Deliver early, overdeliver, ask once for an honest review
- [ ] Hit 5 reviews/sales, then raise prices 30–50%
- [ ] Move repeat clients to Contra so you stop losing 20%

### PDF-TO-NARRATION COMPRESSION PROMPT (DESK SCRIPT AGENT)

You are the Desk script agent. Input: the full free guide below. Output: a single spoken narration for a 3 to 4 minute companion video.

Rules:

- Follow the PDF's exact order: two buckets, then Fiverr, Upwork, Contra, then products (Gumroad/Whop/Etsy), then the product-specificity rule, then the 7-day playbook, then close.
- Invent nothing. Every fee and number must match the PDF.
- Spoken voice, not written. Short sentences. Vary length. Talk to one sharp 20-year-old.
- No em-dashes or en-dashes. No banned words (innovative, seamless, leverage as a verb, etc.).
- End by pointing to the free guide at [atlas.elevenviews.io](https://atlas.elevenviews.io).
- Mark scene tags in [BRACKETS] so the scene-mapping agent can split it.

[PASTE FULL GUIDE HERE]

### SCENE-TAGGING PROMPT (DESK SCENE-MAP AGENT)

You are the Desk scene-mapping agent. Input: the bracketed narration. For each [TAG] segment, output a row:

```
scene_number | time_in-time_out | on_screen (logo / screen-recording / graphic / presenter) | overlay_text | b_roll_notes
```

Rules:

- Every fee mentioned in narration gets a matching lower-third overlay with the exact number.
- Open and close are presenter on camera. Middle is mostly screen recordings + graphics.

– Keep overlay text under 8 words.

– Flag any narration line that has no obvious visual so the asset agent can build one.

Return as a clean table.

## Want this built into your business?

If this saved you time, that is the whole idea. The full walkthrough is the paid video track, and if you want it built for you, that is what the Desk does. Book a call at [atlas.elevenviews.io/book](https://atlas.elevenviews.io/book).