

FREE GUIDE

The No-Client Money Audit

Use Claude to find the money you're already leaving on the table. No clients, no new followers.

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The Money Is Already In Front Of You

Most solopreneurs chase more: more followers, more clients, more traffic. But the fastest money is usually hiding in what you ALREADY have — underpriced products, affiliate links you never set up, a stream you're undercharging for, traffic that never turns into a sale.

This guide is the exact 4-step audit I asked Claude to run on my own business, turned into something you can run on yours. You feed Claude your real numbers and assets, and it tells you precisely where you're leaving money on the table — and what to do about it. No clients. No services. No new audience required.

[>> Get "The Zero-Client System"](#) (my full \$3–5K/month playbook, 4 videos + cheatsheets):

WHAT YOU'LL WALK AWAY WITH

A clear, prioritised list of the money you're currently missing across every one of your income streams, plus a simple weekly blueprint to capture it, run in under an hour a week.

TIP

This works for ANY solopreneur with an audience or digital assets: creators, course sellers, newsletter writers, affiliates, shop owners. Wherever the example says "YouTube," just swap in your own traffic source (website, newsletter, social, store). The method is identical.

STEP 0

Give Claude The Full Picture

Claude can't grow what it can't see. Spend 5 minutes mapping what you've got.

MAP YOUR INCOME STREAMS

The no-client ways money comes in

First, list how you currently make money (and roughly how much). The common no-client streams for solopreneurs:

- Digital products (courses, templates, ebooks, presets)
- Sponsorships / brand deals
- Affiliate commissions
- Ad / platform revenue (AdSense, etc.)
- Memberships, paid communities, or a paid newsletter

Don't have all of these yet? Perfect — the gaps are exactly where the new money is.

THE SETUP PROMPT

Paste this first to brief Claude (best done in one Claude Cowork session)



TRY THIS PROMPT

“Act as a sharp revenue strategist for solopreneurs who make money WITHOUT clients or services. Across the next steps, your job is to find every realistic way I can make MORE money from what I already have.

My situation:

- *What I do / my niche: [...]*
- *My audience (size + who they are): [...]*
- *My income streams + current monthly revenue: [e.g. products \$X, sponsors \$X, affiliates \$X, ads \$X]*
- *My assets: [content library, email list, products, audience, etc.]*
- *Time I can realistically spend per week: [e.g. 1 hour]*

Acknowledge this, then ask me for the data you need to audit the BIGGEST opportunity first.”



WHAT IT LOOKS LIKE — the example we'll follow

A creator making about \$5,200/month across 4 streams with zero clients:

Products ~\$3,000 · Sponsors ~\$1,800 · Affiliates ~\$230 · Ads ~\$170.

Goal: find every dollar being missed across all four. Watch what Claude flags as you read.

STEP 1

Audit Attention vs Revenue

Find where traffic is NOT turning into money.

INPUT

Your traffic/analytics data

Export the last 28 days of whatever drives your attention: YouTube analytics CSV (YouTube Studio → Analytics → Export), or your website analytics, email stats, or shop data. Drag the file into Claude Cowork.

THE PROMPT (UPGRADED)

Ask for ranked, dollar-estimated actions

TRY THIS PROMPT

"I've uploaded my [YouTube / website / email] data for the last 28 days. Act as a revenue analyst. Be specific and reference actual rows, titles, or pages from the data:

- 1. Where is attention NOT turning into money? (high traffic, low revenue) Quantify the gap.*
- 2. What are my top revenue drivers, and WHY do they work, so I can do more of them?*
- 3. What patterns predict attention (titles, topics, formats)?*
- 4. Give me the 3 highest-ROI changes I could make THIS WEEK, ranked, each with a rough dollar estimate and the effort involved.*

State any assumptions you make."

REAL EXAMPLE

In the example: the highest-viewed video had the lowest ad revenue per view, while a smaller video earned 3x per view. That instantly tells you which TOPICS to make more of, and which popular videos need a product or affiliate link bolted on.

STEP 2

Product & Market Audit

Compare what you sell to what's actually selling.

PART 1 — GIVE CLAUDE YOUR PRODUCTS

So it knows exactly what you offer

TRY THIS PROMPT

"Here's my product page: [paste URL or full text]. List every product: name, price, what's included, who it's for, and its likely profit margin. Then wait for market data before giving advice."

PART 2 — SCRAPE THE MARKET

See what's really selling in your niche

Have Claude pull live market data (in Cowork, with a scraper like Apify connected). No scraper? Use the fallback prompt underneath.

TRY THIS PROMPT

"Use Apify to scrape [Gumroad / the marketplace where my niche sells] for the top-selling products in my space. Search tags like [your niche tags, e.g. 'automation', 'AI tools', 'templates', 'productivity']. For each product return: title, price, estimated sales or ratings, and its core promise. Return at least 20, sorted by apparent sales."

No scraper connected? Use this instead: "Search the web for the current top-selling [niche] digital products and their prices. List 20 with title, price, and what they promise."

PART 3 — THE AUDIT (UPGRADED)

Turn the comparison into money moves

TRY THIS PROMPT

"Act as a product strategist. Compare my products to the market data and give me:

- 1. Pricing: am I above or below the market? Give exact suggested prices and why.*
- 2. Gaps: what's selling that I don't offer? Rank by demand.*
- 3. Bundles: which of my products should I group, and at what price, to raise average order value?*
- 4. My single highest-opportunity NEXT product, backed by the data, with a rough monthly revenue estimate.*

Put it in a table where useful, and rank every idea by revenue ÷ effort."

REAL EXAMPLE

The most useful output isn't "here's a product idea" — it's "here's what people are already paying for that you don't sell yet." In the example, Claude found a cluster of products in one sub-niche all priced \$27–\$47 that the creator had nothing in.

STEP 3

The Affiliate Gap Finder

Compounding money most people completely ignore.

INPUT + PROMPT (UPGRADED)

Screenshot your affiliate dashboard, list your tools

Drag a screenshot of your affiliate dashboard into Claude (it reads images), and list the tools you use or mention regularly.

TRY THIS PROMPT

"I've uploaded my affiliate dashboard. Tools I use/recommend regularly: [list them]. Act as an affiliate strategist and tell me:

- 1. Which current programs are worth keeping vs dropping (based on the dashboard)?*
- 2. Which tools I use have affiliate programs I'm NOT signed up for yet — especially ones with recurring or high commissions?*
- 3. Rank every opportunity by estimated monthly revenue for an audience my size, with your reasoning.*
- 4. For my top 3, tell me exactly where to sign up and where to place the link."*

REAL EXAMPLE

In the example, Claude found several tools demoed in almost every video with recurring-commission programs the creator had zero links for. The fix is 20 minutes: sign up, grab links, update your top 10 descriptions. Done once, earns forever.

STEP 4

Fix Your Underpriced Stream

Usually sponsorships, or whatever you're undercharging for.

THE PROMPT (UPGRADED)

Build a rate card from your real numbers

TRY THIS PROMPT

"Act as a sponsorship strategist. Using my real metrics from the analytics data (subscribers/visitors, average views, click-through rate), build:

- 1. A rate card (integration, dedicated mention, pre-roll) with specific prices and the logic behind each.*
- 2. 10 brand categories that actively sponsor creators like me, with example brands.*
- 3. A 3-line cold outreach email I can send today.*

Base everything on my actual numbers, not generic averages, and flag clearly where I'm likely undercharging."

REAL EXAMPLE

Because Claude already has your real metrics from Step 1, the rate card is grounded in your numbers, not a generic guess. Most creators discover they're charging 30–50% under market once they see the logic laid out.

THE BLUEPRINT

Turn Findings Into A Routine

One plan you run in under an hour a week.

FINAL PROMPT

Make Claude prioritise and schedule everything

TRY THIS PROMPT

“Pull everything from the four steps into one money plan as an html dashboard. Rank every opportunity you found by revenue potential ÷ effort. Give me:

- The ONE thing to do first (biggest, fastest win), with the expected financially payoff.*
- A weekly routine I can run in under 1 hour.*
- A monthly and a quarterly check.*
- a daily to do list for the next 2 weeks for 4hours/work days*
- a realistic timeline to grow my income to 10k/m, 20k/m and 50k/m*

No clients, no services. Make it something I'll actually follow.”

THE ROUTINE IT BUILDS

Example output you can copy

Every week (15–20 min): Add affiliate links to any new posts that took off; reply to sponsor inquiries with your rate card; send 1–2 cold sponsor pitches.

Every month (45 min): Re-export your analytics and re-run Step 1; re-scrape the market (Step 2) for what's newly trending; check for new affiliate programs for tools you've started using.

Every quarter (1 session): Find your highest-traffic content that has no matching product, and build that product.

TIP

Save this whole audit as a Skill and run it each month or automated it with Claude Cowork (“*build a Skill from this so I can re-run my money audit monthly and deliver me a report via email to EMAIL and build me a live dashboard. so make sure that also before you run the audit to ask me for new data from the inputs you need to update and optimize the audit and my plan.*”)

CHEAT SHEET

Inputs & All Prompts

Everything you need, in one place.

WHAT TO GATHER FIRST

Have these ready

- Your traffic/analytics export (YouTube CSV, site, email, or shop), last 28 days
- Your product/sales page (URL or text)
- A screenshot of your affiliate dashboard
- A list of tools you use or mention regularly
- Your income streams + current monthly revenue (for Step 0)

THE FULL PROMPT LIBRARY

Copy, paste, swap the [brackets]

0 • Setup



TRY THIS PROMPT

“Act as a revenue strategist for solopreneurs who make money without clients. Here’s my niche, audience, income streams + revenue, assets, and weekly time: [...]. Find every way to make more from what I already have. Ask for the data to audit the biggest opportunity first.”

1 • Attention vs revenue



TRY THIS PROMPT

“Analyse my uploaded [analytics] data. Where is traffic not turning into money (quantify it)? Top revenue drivers and why? Patterns that predict attention? Give 3 ranked, dollar-estimated actions for this week. State assumptions.”

2 • Product + market



TRY THIS PROMPT

“(a) From my product page [URL], list each product, price, what’s included, who for, margin. (b) Use Apify to scrape [marketplace] for 20+ top sellers in [tags] with price + est. sales. (c) Compare: is my pricing right? What gaps? What bundles? Highest-opportunity next product? Rank by revenue ÷ effort.”

3 • Affiliate gaps



TRY THIS PROMPT

“From my uploaded affiliate dashboard + these tools I use [list]: which programs to keep vs drop? Which programs am I missing (especially recurring)? Rank by monthly revenue for my audience size. For the top 3, where to sign up + place the link.”

4 • Rate card

 TRY THIS PROMPT

"Using my real metrics from the analytics, build a sponsorship rate card (integration/dedicated/pre-roll) with prices + logic, 10 brand categories to pitch, and a 3-line outreach email. Flag where I'm undercharging."

5 • Blueprint

 TRY THIS PROMPT

"Combine all findings, rank by revenue ÷ effort, and give me the one thing to do first plus a weekly/monthly/quarterly routine under 1 hour a week. No clients, no services."

Where To Go From Here

Two ways to take this further:

[>> Get "The Zero-Client System"](#) (my full \$3–5K/month playbook, 4 videos + cheatsheets):

Want ready-made automations, agents and skills to copy? They're all in the AI Systems Library.

[Get the AI Systems Library](#)