
The CHEAT starter guide

Free Game 01 · @olaceo · Oct 2026

If you only use AI for homework, resumes and interview prep, you're already ahead of people who won't touch it. This is how you move up a level. Here's the free first step for three ways people are already using it for themselves and for clients.

Pick **one**. Do the first step this week.

Not a promise. What you get out of this depends on what you put in.

1. AI for local businesses that miss calls

A lot of local businesses lose people who call when nobody's there to pick up. An AI receptionist or a missed-call text-back is a real fix you can offer.

Free first step (this week):

1. Pick one kind of business in your city (dentists, HVAC, auto shops, gyms). One kind only.
2. List 10 of them from their public Google Maps listings: name, phone, website, hours.
3. Call each one **after they close**. Note who sends you to voicemail, who has no voicemail, and who calls you back.
4. That list of who missed you is your first lead list, and the opener for your first real call ("I called last night after 6 and nobody picked up").

Keep it clean:

- Call like a person. No robocalls, no auto-dialers.
- If someone asks you not to call again, don't.
- Don't text anyone who didn't give you their number for that.

2. Sites and automations for clients

Plenty of local businesses have websites that are slow, broken on phones, or missing the basics (hours, a booking button, a phone number you can tap).

Free first step (this weekend):

1. Find one local site that's clearly falling apart.
2. Rebuild just the homepage with an AI builder or an AI chat that writes HTML. Their real hours, real services, a tap-to-call button, nothing invented.
3. Put the before and after side by side, in a screenshot or a 30-second screen recording.
4. Show it to them. Ask if they want the rest done.

3. Content with AI

AI can handle the grunt work (scripts, captions, edit ideas, thumbnails), so the only job left is showing up.

Free first step (today):

1. Film one minute on something you learned this week. Phone camera, natural light, no script.
 2. Ask an AI chat to pull out a 1-line hook and a 2-line caption from what you said.
 3. Post it. Nobody's judging you as hard as you think.
 4. Do it again tomorrow.
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What's next

Pick a side, then pick a path. Follow @olaceo for the next Free Game, which covers how to actually open a sales call so people listen.