

# Side Hustle Workshop (February, 2026)

Don Giannatti (dongiannatti@gmail.com)

## COMMERCIAL AI TOOLKIT (ONE)

Email for Clarity. Confidence. Leverage.

---

### Introduction Page

AI will not build your business.

But it will sharpen your thinking.

Use it to:

- Refine outreach
- Pressure-test pricing
- Strengthen your images
- Generate intentional projects

Use it poorly and it becomes noise.

Use it well and it becomes leverage.

You are still responsible for execution.

AI helps you think better.

---

## 1. Outreach Builder Prompt

For Clear, Impactful Contact

**Use when:** Writing initial outreach or refining drafts.

---

**PROMPT:**

*Act as a commercial photography mentor and small-business marketing consultant.*

*I am building a side-hustle commercial photography business.*

*I live in [city, state, country].*

*I have been photographing for [--] years.*

*My lane is: [food / product / brand-lifestyle]*

*My positioning statement is: [insert your one sentence]*

*The business I want to contact is: [describe business, include link if possible]*

*What I noticed about their imagery is: [specific observation] Write a short outreach email (under 150 words) that:*

- *Is specific to their business*
- *Avoids generic marketing language*
- *Does not sound desperate*
- *Includes a clear but low-pressure next step*
- *Positions me as competent and focused*

*After writing the email, briefly explain why it works and suggest one way to make it stronger.*

---

**Use It Well:**

- Always personalize.
- Remove buzzwords.
- Rewrite once in your own voice.

---

## **2. Pricing Reality Check Prompt**

### **For Defending Your Number**

**Use when:** You feel unsure about your quote.

---

**PROMPT:**

*Act as a commercial photography consultant focused on small-business markets.*

*I work in [city, state, country]*

*Here is the project scope:*

*[describe number of images, time required, usage, client type]*

*My proposed price is: \$ \_\_\_\_\_*

*Based on small local commercial markets:*

- 1. Is this price too low, fair, or high?*
- 2. What assumptions might I be missing?*
- 3. How could I adjust scope instead of lowering price?*
- 4. Give me a confident way to present this price in an email.*

*Be practical and realistic. Avoid motivational language.*

---

**Important:**

Don't ask, "What should I charge?"

Ask, "Does this make sense?"

---

## **3. Commercial Image Audit Prompt**

### **For Honest Portfolio Feedback**

**Use when:** You want professional critique, not encouragement.

---

**PROMPT:**

*Act as a senior commercial photographer and art director.*

*I am building a portfolio for small-business clients in [food / product / brand].*

*I am based in [city, state, country]*

*Here is my image:*

*[upload]*

*Evaluate it specifically for commercial viability, not artistic expression.*

- 1. Would this help sell a product or service? Why or why not?*
- 2. What weaknesses would a client notice?*

3. *What would elevate this to paid-level work?*
4. *Is it strong enough for outreach? Be direct.*

*Avoid vague praise.*

*Give me three ways to make it better.*

---

**Warning:**

If you want compliments, don't use this prompt.

---

## 4. Next Project Generator Prompt

### For Momentum

**Use when:** You feel stuck or unfocused.

---

**PROMPT:**

*Act as a commercial assignment editor.*

*I live in [city, state, country]*

*My strengths: [lighting, composition, clean color, etc.]*

*My lane: [food / product / brand]*

*I have access to: [kitchen, small studio, desert, props, etc.]*

*Time available: [X hours per week for X weeks]*

*Design one focused 2–4 week commercial-style project that:*

- *Is realistic within my constraints*
- *Builds portfolio depth for small-business clients*
- *Has a clear deliverable (number of images + intended use)*
- *Feels intentional, not random*

*Also explain why this project would attract paying clients.*

*And give me a way to make the project get viral attention.*

## 5. Objection Handling Prompt

### For Calm, Professional Responses

**Use when:**

A potential client pushes back on price, timing, or need.

This is not about “winning.” It’s about staying steady.

---

**Common Objections This Covers**

- “That’s more than we expected.”
- “We don’t have budget right now.”
- “We already have someone.”
- “Can you do it for less?”
- “We just need a few quick shots.”

---

**PROMPT:**

*Act as a commercial photography consultant advising a side-hustle photographer working with small businesses.*

*A potential client responded with this objection:*

*[Insert their exact message.]*

*My proposed project scope was: [Brief description.]*

*My proposed price was: [\$\_\_\_\_\_]*

*Help me craft a response that:*

- *Maintains professionalism*
- *Does not apologize for pricing*
- *Protects my positioning*
- *Adjusts scope instead of lowering rate (if appropriate)*
- *Keeps the door open for future work*

*Also explain why the response works and what mindset I should maintain when sending it.*

*Avoid aggressive sales tactics or emotional language.*

---

## How to Use This Well

- Paste the client's exact words.
  - Don't soften their objection.
  - Don't ask AI to "convince them."
  - Ask AI to help you respond professionally.
- 

## What We Learn

Objections are not rejection.

They are information.

Most small-business owners aren't attacking you. They are managing risk.

When you respond calmly, you signal:

- Experience
- Stability
- Confidence