

HGM Strategy

Make Money With AI Without Learning It

A Quick Blueprint For Finding, Matching, And Referring
Small Businesses to AI Automation Providers...

by. Luther Landro

www.lutherlandro.com

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INTRODUCTION

Here's the basic idea:

There are a **ton** of companies selling AI receptionists, appointment setters, follow-up systems, chatbots, and other AI services to businesses right now, and a lot of them will pay you for sending them customers.

So instead of spending the next six months learning how to build AI automations yourself, you can take a much simpler approach.

Find a business that looks like it could use one of these services, **match** them with a company that already provides it, and **make the introduction**.

If they buy, you get the referral commission, and some of those payouts are very favorable.

You don't have to build anything, install anything, train the customer, or provide support.

You're basically just connecting a business that has a problem with a company that already knows how to solve it.

I think about it in three steps:

- 1. Find**
- 2. Match**
- 3. Refer**

In this guide, we'll break down the three steps and give you some tools to make this approach super-easy.

Let's dive in...

-Luther

PRO TIP: Later in this guide I link you to a **FREE** AI tool that performs the three steps, and is trained on these AI referral programs. It's important you understand the approach, so we will start there...

STEP 1: FINDING BUSINESSES

The **first thing** you need is a business that actually has a reason to buy something.

I wouldn't start by searching for "*businesses that need AI*," because that's way too broad. I'd look for something specific that you can actually observe from the outside.

For example, say you find a local HVAC company with hundreds of reviews and a decent website. They're obviously getting customers, but when you call after hours, the call goes to voicemail.

That's interesting because there are companies selling AI receptionists specifically designed to answer those calls, talk to the customer, qualify them, and even book an appointment.

You can do the same thing with other problems. Maybe there's no way to book an appointment online, their website has no way to answer basic questions, or every lead has to fill out a form and wait for someone to call them back.

A few things worth looking for:

- Calls going to voicemail
- No immediate way to get help on the website
- No online appointment booking
- Contact forms with no immediate follow-up
- Lots of repetitive customer questions
- Businesses that are clearly busy but still handle everything manually
- Reviews that complain about unanswered calls

And you don't necessarily have to do all of this research yourself. AI is actually pretty good at helping with this part (see my free AI tool at the back of this guide.)

Tell it what kind of AI service you want to refer and ask, "What could I look for online that would tell me a business probably needs this?"

That gives you a much better idea of who to look for and, more importantly, why you would contact them in the first place.

STEP 2: MATCH TO AFFILIATE PROGRAMS

Once you find the problem, you need somebody who already solves it.

If a business is missing calls, you might match them with an AI receptionist company. If they're slow following up with leads, there are AI follow-up companies. If scheduling is a mess, there are AI booking tools.

There are companies doing this for customer support, sales, reviews, lead qualification, and pretty much everything else you can think of.

The point is that you don't need to know *how* to build any of it because somebody else **already has**.

What you do need to know is whether that company will pay you for sending them business. **Look** around their site for a referral, affiliate, partner, or reseller program and figure out how it works.

Before you refer anyone, I'd check a few basic things:

- Do they actually solve the problem you found?
- Do they work with that kind of business?
- Do they handle setup and support?
- How are referrals tracked?
- What do they pay, and when?
- Would you actually feel comfortable introducing someone to them?

You also **don't** need a giant database of companies before you start.

If you have a good AI receptionist company, a follow-up solution, a booking solution, and maybe a chatbot or customer service tool, that's already enough to start looking for opportunities.

I've included a Rolodex in this guide, so you don't have to spend hours finding all of these programs yourself. Most are **free to join** and have fast approval. Just make sure they service your type of lead. It's often best to pick a referral program and work backwards from there so you meet the partner's terms.

HEADS UP: A position of strength is to approach these partners with one or two prospects already interested. This demonstrates you are serious and can *fast-track* the approval process.

STEP 3: MAKE THE REFERRAL

This is probably the easiest part, and it's also where I think people make things harder than they need to.

You're not trying to convince somebody that AI is going to revolutionize their business. You're also not pretending to be the person who built the technology. You found something that looks like a problem, you know a company that might be able to fix it, and you're asking whether they want an introduction.

So if you found that HVAC company whose calls go to voicemail after hours, you could send something as simple as:

"Hey, I noticed your calls go to voicemail after hours. I'm working with a company that provides AI receptionists for service businesses and thought it might be useful for you. Want me to connect you?"

Or if you found a business where customers still have to call to schedule:

"Hey, I noticed customers have to call to book an appointment. I know a company that automates that. Would it make sense for me to introduce you?"

You're not trying to close the deal in that message. You're just seeing if they're interested enough to have a conversation.

If they aren't, move on. If they are, make the introduction and let the company take it from there. They do the demo, explain the product, handle the technical questions, set everything up, and support the customer. If the business signs up, you get paid according to whatever referral arrangement that company offers.

PUTTING IT ALL TOGETHER

That's really the **entire idea**. Nobody said this needed to be complicated.

Find a business with a problem you can actually see, match that problem with an AI company that already solves it, and ask the business if they want an introduction or solution.

What I like about this approach is that you're making money from the growth of AI without putting yourself in the position of having to become an AI developer or run an AI agency.

You don't have to know how to build the receptionist, connect the APIs, configure the automation, or troubleshoot it when something breaks. The company you refer them to already does all of that.

Your job is **much narrower**:

Spot the problem, know who solves it... and make the connection.

On the next page, I've included the AI Referral Rolodex with programs you can look through and decide which ones make sense for you.

I've also linked the tool I use for the **Find > Match > Refer** process.

It helps find potential businesses, figure out what they might be a fit for, match them with the appropriate referral offer, and draft the initial outreach.

You can absolutely do all of this manually. The tool just makes it a heck of a lot faster.

AI REFERRAL PROGRAM ROLODEX

RETELL AI

Website: <https://www.retellai.com/affiliate>

Commission: 15% of revenue, paid monthly for 12 months.

Retell is an AI voice platform businesses can use to build phone agents for things like answering calls, qualifying leads, booking appointments, and customer service. The nice thing about this offer is that you can look for businesses where the problem is pretty easy to spot: missed calls, after-hours calls, repetitive phone inquiries, or slow response times.

SMITH.AI

Website: <https://smith.ai/partners>

Referral Fee: Smith.ai currently advertises \$1,000 for each qualifying paying Virtual Receptionist client and \$200 for each qualifying paying Voice Assistant client through its client referral program. Smith.ai also has separate affiliate, agency, and reseller partner options, so check which program applies to you.

Smith.ai handles incoming calls, lead intake, scheduling, and related receptionist work using AI and human receptionists. This is an especially easy service to understand when talking to local service businesses, law firms, home services, and other companies where an unanswered phone call can mean a lost customer.

AI RECEPTIONIST

Website: <https://ai-receptionist.com>

Commission: 20% of net subscription revenue for the life of the referred customer's subscription, according to its current affiliate terms.

This is another straightforward offer to match with businesses that depend on incoming calls. The benefit is that you don't have to explain some abstract AI use case. If a business is missing calls or needs someone answering 24/7, the problem and solution are both pretty obvious.

SYNTHFLOW AI

Website: <https://synthflow.ai>

Commission: Synthflow has published a 30% affiliate referral commission with commissions limited to 15 months. Verify the current terms when applying.

Synthflow is another AI voice platform for building automated phone experiences. Think appointment booking, lead qualification, inbound calls, and follow-up. This gives you another option when you find a company that could benefit from automating part of what currently happens over the phone.

TIDIO

Website: <https://www.tidio.com/partners/affiliate/>

Commission: Up to 30% commission, with monthly payments.

Tidio combines live chat, customer service automation, and AI-powered support. This is worth looking at when you find a business getting meaningful website traffic but giving visitors no immediate way to get questions answered. Instead of pitching “AI,” you can point to the much simpler problem: potential customers are visiting the site and leaving without talking to anyone.

MANYCHAT

Website: <https://manychat.com/affiliate/>

Commission: 30% recurring for the first 12 months at the Gold tier, increasing to 40% at Sapphire and 50% at Diamond based on cumulative paid referrals.

Manychat automates conversations and marketing across channels such as Instagram and messaging. This one is interesting for businesses and creators that already get social engagement but manually answer the same DMs, questions, and inquiries over and over again. You can look for businesses with active social accounts and a clear opportunity to automate what happens after someone engages.

JOTFORM

Website: <https://www.jotform.com/partnership/>

Commission: Jotform currently lists a 30% commission for its Affiliate Partner program. Its Agency Partner program separately advertises a 30% lifetime commission for referred paid users.

Jotform is much more than basic online forms now. Businesses use it for lead capture, approvals, payments, scheduling, workflows, and other processes that are often still being handled manually. That gives you a pretty wide pool of businesses to look at, especially when you notice clunky intake forms or processes that still involve PDFs, email, spreadsheets, and manual data entry.

GOHIGHLEVEL

Website: <https://www.gohighlevel.com/affiliate-policy>

Commission: 40% on qualifying direct referrals for recurring subscription products covered by the program. GoHighLevel also lists a 5% second-tier commission for qualifying referrals generated by affiliates you referred.

GoHighLevel combines CRM, lead follow-up, marketing automation, scheduling, AI tools, and other sales functions. This can be a good match for businesses that are getting leads but clearly don't have a good system for responding to them, following up, booking appointments, or keeping everything organized.

MAKE

Website: <https://www.make.com/en/affiliate>

Commission: 35% of qualifying subscription payments from referred users for 12 months.

Make connects apps and automates workflows, so the potential use cases are almost endless. This is useful when you find businesses doing repetitive work between different systems, such as copying information, sending routine notifications, updating records, moving leads around, or doing other tasks that could be automated.

CLOSE

Website: <https://close.com/partners>

Commission: Close's current partner agreement lists 30% of subscription revenue for up to 12 months for qualifying Affiliate Partner referrals made on or after February 1, 2025.

Close is a sales CRM built around calling, email, SMS, automation, and managing leads. It makes the most sense when you find a sales-driven business that has leads coming in but is struggling with follow-up or keeping its sales process organized. Rather than selling them "AI," you're connecting them with a tool that can help them work those leads more consistently.

NOTE ON REFERRAL PROGRAMS

These are third-party companies and I'm not affiliated with or responsible for their programs, nor do I earn any commission if you use them. Referral programs, eligibility requirements, commission rates, payment terms, products, and program availability can change at any time. Always visit the company's website, read the current program terms, and confirm the offer before promoting it or referring a business.

Also, you are not limited to the programs in this guide. There are many of them out there.

Try this prompt to find more of them:

Search for reputable AI companies with active referral, affiliate, reseller, or partner programs that are useful to small businesses. Focus on practical services such as AI automation, customer service, marketing, sales, lead generation, content, and productivity. For each, provide the company, what it does, referral payout or commission, program requirements, and a link to the official program page.

AI REFERRAL NICHE LIST

Use this list to help you select a niche to target. Remember that many providers service specific niches, so be sure to check the partner's affiliate program details.

Now, you don't need to contact every kind of business. Start with businesses where the problem is easy to spot and fixing it could clearly make or save them money.

HOME SERVICES

Good Niches: HVAC, plumbers, electricians, roofers, landscapers, pest control, garage door companies, restoration companies

Look For: Missed calls, after-hours calls going to voicemail, slow quote requests, no online scheduling, weak lead follow-up

Why It Fits: One missed call can be a lost job worth hundreds or thousands of dollars. That makes answering and following up with leads an easy conversation to have.

DENTISTS & MED SPAS

Good Niches: Dentists, orthodontists, med spas, cosmetic clinics, chiropractors

Look For: Phone-only scheduling, unanswered after-hours calls, repetitive questions, appointment reminders, leads that need follow-up

Why It Fits: These businesses live on appointments. Anything that helps them answer more inquiries and turn them into booked appointments has an obvious value.

LAW FIRMS

Good Niches: Personal injury, family law, criminal defense, immigration, estate planning

Look For: Calls going unanswered, contact forms with delayed responses, no after-hours intake, repetitive initial questions

Why It Fits: A new caller can represent a valuable case, and that person may simply call the next firm if nobody responds.

REAL ESTATE

Good Niches: Real estate agents, teams, property managers, investors, mortgage brokers

Look For: Lots of inbound leads, slow response times, manual qualification, repetitive questions, leads slipping through the cracks

Why It Fits: Real estate generates a lot of inquiries that aren't ready to buy immediately. The money is often in responding quickly and continuing to follow up.

AUTO

Good Niches: Auto dealers, repair shops, detailers, body shops, tire shops

Look For: Phone-heavy businesses, quote requests, appointment scheduling, missed calls, repetitive questions about availability or services

Why It Fits: Customers frequently call several businesses. The shop that answers, responds quickly, and gets the appointment booked has an advantage.

FITNESS & WELLNESS

Good Niches: Gyms, fitness studios, personal trainers, yoga studios, wellness centers

Look For: Social media inquiries, repetitive DMs, trial offers, manual booking, leads that aren't followed up with

Why It Fits: These businesses often generate interest through Instagram and their websites, which makes automated conversations and follow-up particularly useful.

BEAUTY

Good Niches: Salons, spas, barbershops, lash studios, aesthetic businesses

Look For: “DM to book,” repetitive Instagram questions, manual appointment scheduling, unanswered inquiries

Why It Fits: If a business is already getting attention on social media but manually handling every inquiry, there’s an obvious place for automation.

PROFESSIONAL SERVICES

Good Niches: Accountants, bookkeepers, consultants, insurance agencies, marketing agencies

Look For: Manual lead intake, repetitive qualification questions, clunky forms, slow follow-up, repetitive admin work

Why It Fits: These businesses often have processes that involve moving information between forms, email, spreadsheets, calendars, and CRMs. Those are exactly the kinds of repetitive processes that can often be automated.

E-COMMERCE

Good Niches: Shopify stores, online retailers, subscription businesses, product brands

Look For: Repetitive product questions, shipping questions, abandoned conversations, customer support volume, active social accounts

Why It Fits: The more customers a store has, the more repetitive conversations and manual processes it usually has. Automating even part of that workload can become valuable quickly.

B2B SALES COMPANIES

Good Niches: Agencies, SaaS companies, recruiters, consultants, commercial service companies

Look For: Lots of leads, outbound sales activity, inconsistent follow-up, manual qualification, messy pipelines

Why It Fits: These companies don't necessarily need more leads. Sometimes they need a better way to work the leads they already have.

WHERE I'D START

If you're doing this for the first time, don't pick ten niches. Pick one niche and one problem.

For example:

HVAC companies + missed calls > AI receptionist

or

Med spas + Instagram inquiries > DM automation

or

Agencies + poor lead follow-up > CRM/follow-up automation

It's much easier to find prospects when you know exactly what you're looking for, and your outreach becomes more natural because you're contacting everyone for roughly the same reason.

Once you find a combination that gets responses, you can look for more businesses with the exact same problem.

DFY FREE AI CLIENT LEAD FINDER

You can do everything in this guide manually, but I made a free Custom GPT to make the **Find > Match > Refer** part a lot faster.

Give it a niche you want to go after, HVAC companies, med spas, law firms, dentists, whatever... and it will help you figure out what problems to look for, which AI services might be a good match, and what to say when you reach out.

You can also come at it from the other direction. If you find an AI referral program you like, give it the company or service and ask what kinds of businesses you should be looking for.

HOW TO USE IT

If you don't know where to start:

Tell it a niche and ask, “What should I look for that would tell me this business might need AI?”

If you find a business:

Give it the website and ask it to look for visible signs of things that could be automated or improved. Then have it match what it finds with one of the referral programs in the Rolodex.

If you already know what you want to refer:

Tell it the service; an AI receptionist, for example, and ask what kinds of businesses are most likely to need it and what signals you should look for.

When you find a good match:

Ask it to write the first message. Give it the specific thing you noticed and have it turn that into a short, normal message that asks whether they want an introduction. You don't have to use any particular prompt or learn how the GPT works. Just tell it what you know, even if that's only “I want to go after plumbers,” and let it help you figure out the next step.

You can find the tool here (ChatGPT):

<https://lutherlandro.com/ai-pro prospector>

CONCLUSION

This strategy is simple and easily actionable by anyone with an hour per day.

All you really need to do is make contacts with the approach given in this guide.

If you're interested in learning more about me, my programs, and what's available, then consider my memberships.

There are dozens of pre-built AI agents inside and **entire business models** that step you through every nuance.

To get details on membership, visit:

>>> <https://lutherlandro.com/inner-circle/>

Feel free to reach out to me if you need guidance. I can be reached at:

<https://support.lutherlandro.com>

Reach out to me and let me know your success stories, challenges, and ideas.

I want to hear them all.

Thanks for reading this guide, and I hope to speak with you soon.

All the best,

-LL