

The AI Consultant Handbook

From the fundamentals of AI to building, selling and delivering a product that makes a client money. A reference book for anyone who wants to be the bridge between technology and business.

46 chapters

10 parts

A full glossary

A prompt library

Six operational checklists

 Written by **Soroush Kodeiri**.

This book is a structured reference for people learning the work.

Every financial figure and price in it is an example, not a rate card.

Why this book, and why this job

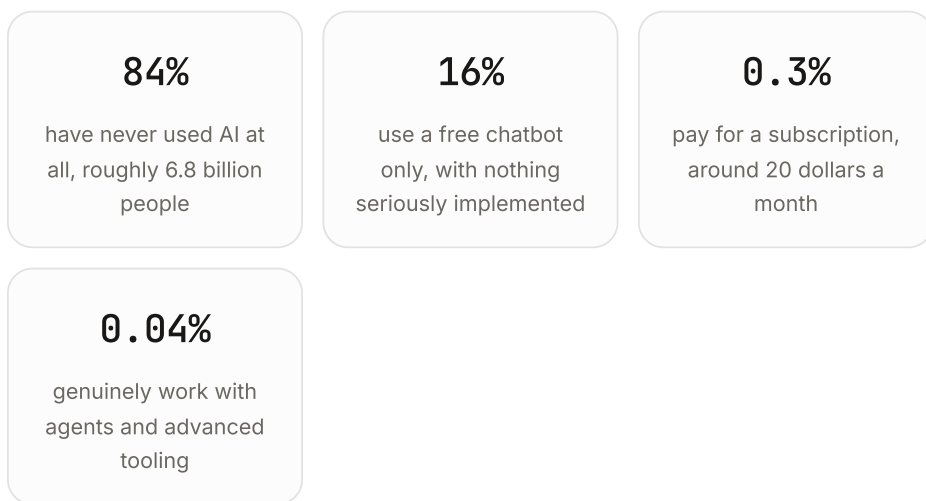
Before any technical idea, you need to know which market you are standing in and what exactly your role is. This part is the compass for the rest of the book.

01 The AI consultant: a job the market is hungry for

The technology exists. The person who turns it into real work does not. That one sentence is the whole profession.

I The reality that changes your mental picture

Spend enough time on X and LinkedIn and it feels as though the entire world is already using AI. The real picture is different. If you take the eight billion people on earth as one image, everyone's share of AI breaks down like this:



And here is the figure that surprises everyone: according to 2026 reporting, only about 6 percent of employees use a real AI agent for their daily work. A real agent does not mean ChatGPT. It means a system that does a job end to end in a person's place: sends the email, saves the file,

produces the report, automates a whole process. Which is to say 94 percent of the world's employees do not yet know such a thing exists, and teaching them is exactly the job.

The key sentence of this chapter

We are standing in the early days of this shift, not the middle of it.
The feeling that you are late is a media illusion.

The AI ecosystem: where exactly are you on the map?

The AI world has three main layers, and a hidden one with the least competition and the most demand:

Layer 1 · Infrastructure

The infrastructure builders

Companies like Anthropic, OpenAI, Google DeepMind, Meta AI and Mistral, who build the large language models.
Capital required: billions of dollars. Number in the world: fewer than 50.

Layer 2 · Application

The application builders

Companies building products on top of those models: Cursor, Notion AI, GitHub Copilot, Salesforce Einstein. Capital required: hundreds of thousands to millions. Number: thousands.

Bridge Layer · this is us

AI consultants

We build neither the model nor the SaaS. We translate. We turn complicated technical knowledge into a working solution for real people and organisations. The greatest demand in the market, the smallest number of specialists.

Layer 3 · End Users

End users

Ordinary people, small businesses, traditional organisations, and professionals who have just met AI and have no idea where to start. A market of eight billion that wants a guide.

Why does this model work? Because the tool alone is not enough. A Deloitte study found that 66 percent of executives say their biggest challenge in implementing AI is working out where to start. Not cost, not technology. That is precisely where the consultant walks in.

The market in numbers

Measure	Figure	Source
Growth in demand for AI specialists (2023 to 2025)	over 400%	LinkedIn Workforce Report, 2025
AI projects that never reach a result	about 85%	Gartner, 2024
Value AI adds to the global economy by 2030	about 13 trillion dollars	McKinsey Global Institute, 2023
Global gap between supply and demand for specialists	about 55% shortfall	WEF Future of Jobs, 2025
The gap in the Middle East and Africa	72% shortfall, the highest in the world	WEF · LinkedIn Economic Graph

Gartner says 85 percent of AI projects fail, and not because the technology is bad. They fail for want of an expert guide during implementation. That number is your job description.

The five roles a consultant plays

Translating technical into commercial

The engineer says "fine-tuning". You say "training the AI on your company's own data". The executive understands. That single translation solves a large share of why projects fail.

The roadmap

Organisations do not know where to start. In two sessions you produce a real roadmap that replaces six months of an internal team's effort.

Risk management

From a system that leaks confidential information to a tool that carries bias, you see the risks before they arrive.

Proving return on investment

The board wants a number. You give them one: "this assistant frees 120 hours of staff time a month, which is this much money a month."

Training

An organisation with no trained people will not use the tool. Training the team is a revenue line of its own.

The number that proves your worth

Deloitte research: companies that used a specialist consultant are 2.8 times more likely to succeed at implementing AI. Your presence roughly triples the odds of a project worth several hundred thousand dollars.

Routes to revenue

Route	Typical range	Notes
Senior AI consultant	\$150K to \$350K a year	Strategic planning for large organisations, leading a technical team, assessing return on investment
Project delivery (freelance)	\$80 to \$300 an hour	Workflow implementation, chatbots, automation, API integration
Corporate training	\$5K to \$50K a project	A two-day course for 20 people can be worth 15 to 30 thousand dollars
Strategy consulting	\$300 to \$1,000 an hour	Building the roadmap, assessing risk, selecting tools
Educational product or online course	Passive income	A good course can keep selling for years
The Persian-speaking market	A low-competition opening	The Persian-speaking communities of Canada, North America, Europe, the UK and Australia, with almost no specialist competition

AI will not take your job. The person who knows how to use AI will take your job.

Arvind Krishna, CEO of IBM · World Economic Forum, Davos 2024

CHAPTER SUMMARY

The market is full of tools and empty of translators. You stand in the bridge layer, between complicated technology and what people actually need. Your value is not in writing code. It is in diagnosing the pain, translating it into a solution, managing the risk and proving the result with a number. This window is open, and it will not stay open forever.

02 **The learning path and the six projects you will build**

This book is a route, not an encyclopedia. Every stage has to end in something you can show a client.

The structure of this reference follows an eight-week course, and along the way you build six real projects. If you only read and never build, none of these ideas stay in your hands. The rule is simple: read a part, then build something that same week.