

AI automation agency owner

You build chatbots, voice agents and automations for small businesses. A new market that needs real technical and sales skill.

TYPICAL INCOME

\$3,000

a year, varies widely

INCOME RANGE

\$0 to \$150k

most to the successful few

TIME TO QUALIFY

1 to 4 years

after high school

DEMAND

Limited

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

From home, building for local service businesses such as clinics, law offices, real estate teams and trades

How you get there

- 1 Learn the building blocks** 2 to 6 months
 How web forms, spreadsheets, calendars and customer databases pass data to each other. Learn what an API (application programming interface) is and how to read its documentation.
- 2 Learn one platform deeply** 3 to 6 months
 n8n, Make or Zapier. Then add a bit of JavaScript or Python for the steps the tools cannot do.
- 3 Build for yourself and people you know** 1 to 3 months
 Automate a real workflow for a family business or club and measure the hours saved.
- 4 Pick one industry and sell** 6 to 12 months
 Dental offices, contractors or property managers. Learn their software and their problems, then call them.
- 5 Add retainers and grow** 1 to 3 years
 Keep clients on monthly support. Some hire help; many become in-house automation staff instead.

Pros and cons

- + Very cheap to start, with free tiers on most tools
- + Real demand for people who can make AI work in a business
- + Skills transfer to well-paid automation and operations jobs
- A new, unproven market where most starters sell nothing
- Tools and AI models change every few months
- Costs in US dollars, income in Canadian dollars

Good to know

Quebec makes you say when a machine decided

Since September 2023, Quebec's privacy law says a business must tell a person when a decision about them was made only by automated processing, and let them ask for a human to review it.

You can run n8n for free

n8n's community edition is free to download and host yourself, with no limit on how many automations run. You pay only for the server, which is why many builders start there.

Optional boosts

Real programming. Sales calls. One industry's software. Security basics.

Where these numbers come from

n8n: plans and pricing

Zapier: plans and pricing

Make: plans and pricing

Office of the Privacy Commissioner of Canada: PIPEDA

Numbers checked October 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/ai-automation-agency-owner>



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