

D E E P A N S H U

MONEY.

BY SELLING AN EXTENSION.

*One girl. Close to two hundred fifty videos. Sixty dollars a copy.
Here's the math — and how to build your own.*

>_ JOIN THE GROUP FIRST

chat.whatsapp.com/Cf6Xs1gepSZKADhm5vDnR8

The full build goes there. This guide is just the map.

Read once. Then go build.

01 HOW TO ACTUALLY BUILD IT

Forget the theory for a second. Here is the exact path, in six steps, in plain language.

01 Open Chrome. Go to the three dots, then “Extensions,” then “Manage Extensions.” Turn on “Developer mode” (top right). This is where your extension will live while you build it.

02 Make one folder on your computer. Call it anything. This folder is your entire extension — nothing more is needed to start.

03 Open Claude (or any AI model). Describe the one small task you want it to do, in plain words. Ask it to write you a `manifest.json` file and one script file for a Chrome extension that does exactly that. Copy what it gives you into your folder, as files, exactly as named.

04 Go back to the Extensions page. Click “Load unpacked.” Select your folder. Your extension is now running on your computer — no store, no approval, nothing to install.

05 Use it yourself, on the real task, for a few days. When something breaks or looks wrong, describe exactly what happened back to the AI model and ask it to fix that one file. Reload the extension. Repeat.

06 Once it runs without you babysitting it, go to the Chrome Web Store developer page, pay the one-time five-dollar fee, upload your folder as a zip, fill the short listing form, and submit

it for review.

*That's the whole path. No computer science degree, no bootcamp.
You're describing the problem — the model is writing the code.*

02 THE GIRL

I found her by accident. One video after another. Same format, every time. “Claude can do this.” Cut. “Claude can do that.” Cut.

I started counting. Stopped somewhere close to two hundred and fifty.

Thirty-one thousand people follow her now. She sells one thing. A sixty-dollar version of the tool she keeps demoing on camera.

Nobody watching thinks they're looking at a business being built in public. But that's exactly what it is — video by video, while everyone else waits to feel ready enough to start.

03 THE MATH

Forget the thirty-one thousand for a second. Most of them will never buy anything. Assume almost everyone says no.

BUYERS	PRICE EACH	TOTAL
100	\$60	\$6,000
500	\$60	\$30,000
1,000	\$60	\$60,000

That last row isn't a guess. It's multiplication. If barely three out of every hundred followers convert, that's sixty thousand dollars off one small extension and a phone camera.

This is not a promise. Conversion is never guaranteed, and most people who try this will make nothing close to it. But the ceiling is real, and almost nobody is actually aiming at it.

04 THE LAW

She isn't a senior engineer. She didn't raise a rupee of funding. She found one small annoyance, wrapped a model around it, and hit record.

If she can do it in a weekend, the honest question isn't "can I?" It's "why haven't I yet?"

The market does not reward difficulty.

It rewards clarity.

Everyone has the same tools now. Same models. Same frameworks. What almost nobody has is one specific, annoying problem, solved once, shown on repeat, until it stops looking like a coincidence.

05 WHAT IT ACTUALLY IS

Strip the mystery off it. A browser extension is four small pieces, stitched together.

A manifest file — one JSON file telling the browser what your extension is allowed to touch.

A popup — the small window that opens when someone clicks your icon.

A content script — code that runs inside the page someone is already looking at.

A background worker — code that waits quietly for something to happen.

No framework you can't read in an afternoon. Most “AI extensions” selling right now are one content script and one call to a model. That is the entire product.

06 FIND THE PROBLEM

Stop looking for ideas. Start looking for irritation.

Watch someone work for fifteen minutes. Not you — someone else. A recruiter. A student. A shopkeeper replying to messages one at a time. Write down every moment they repeat something by hand.

Small friction, repeated often, felt by a lot of people — that is the whole opportunity. Not a big idea. A small one, multiplied by everyone who has it too.

This week, do three things:

- 01 Pick one task you already do by hand, every day.
- 02 Ask three people outside your circle if they do it too.
- 03 If two say yes — that is your extension.

07 BUILD THE SMALLEST VERSION

Don't design it. Don't plan a roadmap. Build the version that does one thing.

Write the manifest. Write one content script that watches for the exact moment the friction happens. Call a model when the task needs judgment, not just automation. Wire it to a button. Use it on yourself first.

Describe the one job clearly, and an AI model will write most of this for you. You are not the bottleneck anymore. Clarity is.

Ship the ugly version before the good one. Nobody has ever paid sixty dollars for a well-commented codebase.

08 WHAT SHE IS ACTUALLY DOING

Watch her format again, slower this time.

One video. One sentence. "Claude can do this." Not ten features. One. Every single time.

She is not teaching. She is proving, in public, over and over, until proof turns into trust, and trust turns into sixty dollars, a thousand times over.

Nobody buys the fifth feature. They buy the version of themselves the first feature already showed them.

09 WHAT THIS WON'T PRETEND

Extensions get rejected from the Chrome Web Store. Reviews take longer than you planned for.

Users churn faster than you'd like. One browser update can break your only content script overnight.

None of this is a reason to wait. It's a reason to ship the small version now, while it's still cheap to be wrong.

10 THE OTHER HALF

There's a strange thing that happens when enough people watch the same small proof, again and again. Belief compounds faster than logic can explain it.

I don't have a clean theory for why attention moves like that. I've just watched it happen enough times to take it seriously.

Build the small thing. Show it plainly. Let the repetition do what argument never could.

11 THE REST OF IT

I'm building one of these right now. Recording the whole thing — every wrong turn, every rejected build, every fix. None of it is going on Instagram.

It goes to one place. A closed group, kept small on purpose.

Inside: the exact extension, the exact code, the exact pricing move — step by step, no cuts.

This page taught you the shape of it. The group gives you the thing itself.

>_ JOIN THE GROUP

chat.whatsapp.com/Cf6Xs1gepSZKADhm5vDnR8

Everything you just read is free. What's inside isn't.

— Deepanshu