

THE FREE AI CERTS KIT

Five free AI certificates, badges and credentials you can finish and earn at no cost, the direct links, a one-month study plan, and how to turn one into a paying client

All five were checked on the provider's own pages on October 8-9, 2026: free to take, free to earn the certificate, badge or credential. Click a title to open it. Providers change terms; if a page asks for a card, stop and tell me. Educational only. Not affiliated with any provider. A certificate does not get you a client; page 3 covers what does.

THE FIVE (CLICK A TITLE)

1. Microsoft + LinkedIn: Career Essentials in Generative AI (Professional Certificate)

LinkedIn: "5 courses · 4 hours of content" and "Earn your badge of completion". LinkedIn's Skills for Jobs page: "*All courses are available for free through 2027." Best first pick: a Professional Certificate in about 4 hours.

2. IBM SkillsBuild: Artificial Intelligence Fundamentals (digital credential)

Credly issuer page tag: "Free". IBM SkillsBuild digital credentials page: "Artificial Intelligence Fundamentals - Duration: 10+ hours". IBM blog: "10 hours to complete, after which the learner earns a digital credential." Needs a free SkillsBuild account.

3. OpenAI Academy: AI Foundations (badge at 80%)

OpenAI Help Center: "OpenAI Academy offers free, self-paced courses" and "Courses are free and do not require a workspace membership." Course page: "Duration: ~70 minutes"; badge = pass the assessment with "a score of 80% or higher". A certificate of completion needs every course in the pathway (Foundations = AI Foundations, Applied AI Foundations, Agents and Workflows).

4. Anthropic: AI Fluency: Framework & Foundations (certificate of completion)

Course page: "Enroll in Course | FREE", "14 lectures", "1.1 hours of video", "1 quiz", "Certificate of completion". Anthropic Academy: "Free courses, tutorials, and use cases from Anthropic's education team."

5. Google Cloud (Google Skills): Generative AI Leader learning path (a badge per course)

Google Skills: all five course pages say "Earn a badge today!" (1 h 30, 1 h, 1 h 15, 1 h 45, 2 h 15 = 7 h 45). Google Cloud blog: "Explore no cost courses and hands-on labs from Google Cloud experts". The optional Generative AI Leader EXAM is separate: "Registration fee: \$99 (plus tax where applicable)".

THE ONE-MONTH PLAN (ABOUT 5 TO 8 HOURS A WEEK)

Week	Do	You end with
1	Microsoft + LinkedIn (4 h), OpenAI AI Foundations (70 min)	1 certificate, 1 badge
2	Anthropic AI Fluency (1.1 h), Google courses 1-3 (3 h 45)	1 certificate, 3 badges
3	Google courses 4-5 (4 h), IBM SkillsBuild part 1 (about 2 h)	2 badges
4	IBM SkillsBuild AI Fundamentals, the rest (8 h or more)	1 credential

HOW TO STUDY SO IT STICKS

- Watch at 1.25x and keep a one-page note per course: three things you did not know, one thing you will use this week.
- Do every quiz without looking back at the video first. The OpenAI badge needs 80% on the assessment.
- After each course, use the idea once on your own business the same day (a prompt, a draft, a checklist). That is the part a client will pay for.
- Save every certificate as a PDF in one folder and add the link to your LinkedIn profile under Licenses & certifications.

WHAT EACH ONE IS GOOD FOR

Certificate	Best for
Microsoft + LinkedIn	the five-course path, free through 2027
IBM SkillsBuild	the vocabulary: machine learning, NLP, ethics, how models are run
OpenAI AI Foundations	practical ChatGPT habits for a real work task
Anthropic AI Fluency	the 4 D framework: delegation, description, discernment, diligence
Google Gen AI Leader path	explaining generative AI to a business owner or a boss

TURN A CERTIFICATE INTO A CLIENT

- A certificate says you studied. A sample says you can do it. Make one small thing for a real local business with what you learned: a 30-day content calendar, a FAQ page, a quote calculator, a review-request kit.
- Post the sample, not the certificate. "I built this for a [TYPE OF BUSINESS] in [TOWN] in two hours. Want one?"
- Then message ten businesses of the same type with the sample attached. Offer a fixed price for the same thing.

THE OUTREACH MESSAGE (FILL THE BRACKETS)

Copy, paste, send

Hi [NAME], I'm [YOUR NAME] in [TOWN]. I just finished [CERTIFICATE] and built a [SAMPLE] for a [TYPE OF BUSINESS] like yours (attached). I can make one for [BUSINESS] by [DAY] for [PRICE]. Want me to? If not, keep the sample, no strings.

TRACK IT

Certificate	Started	Finished	Posted on LinkedIn	Sample made for
Microsoft + LinkedIn				
IBM SkillsBuild				
OpenAI AI Foundations				
Anthropic AI Fluency				
Google Gen AI Leader				

THREE THINGS TO KNOW BEFORE YOU START

- Free means free to take as of October 8–9, 2026. Only the optional Google exam costs money: \$99 plus tax (Google Cloud exam page).
- OpenAI says its badges and pathway certificates of completion are not certifications and do not guarantee eligibility for one. The AI Foundations badge needs the assessment at 80%; a certificate needs the whole pathway.
- None of these is a job guarantee. Anthropic's AI Fluency gives a certificate of completion and LinkedIn's path a Professional Certificate; the value is what you build with them.

WHERE THIS COMES FROM

- LinkedIn Skills for Jobs: free courses through 2027
- IBM SkillsBuild AI Fundamentals on Credly (tag: Free)
- IBM SkillsBuild digital credentials (Duration: 10+ hours)
- OpenAI Help Center: OpenAI Academy courses (free, badges, 80%)
- Anthropic Academy: AI Fluency course page; academy.claude.com (free courses)
- Google Skills: Generative AI Leader path and its five course pages (badges)
- Google Cloud: Generative AI Leader exam page (registration fee \$99)

Checked October 8–9, 2026. Providers change prices and terms; read the live page before you start.

Educational only. Not affiliated with Microsoft, LinkedIn, IBM, OpenAI, Anthropic or Google. No job, income or result is promised.

Want businesses to pitch your new skill to?

- I sell ready-made lists of businesses to contact. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Email your first prospects: EmailClik.com finds + verifies addresses (free version)