ustadstudio

BY SkillMentor Your Skills Our Mission

A GUIDE FOR BUSINESSES

Hire the people who teach the craft.

Ustad Studio is SkillMentor's hiring side. Get a project led by a mentor, monthly care for what you already run, or a trained SkillMentor student, checked by the mentor who taught them and managed by us.



Hammad Shahzad
FOUNDER



Ammad Ali
AI AUTOMATION



Tayyab Naeem
AI CHATBOTS



Umar Farooq
WEBSITES



Tayyab Ali
SEO & GOOGLE ADS

Inside this guide

Everything a business asks us before hiring, on six pages.

01 **Four ways to work**
Projects, monthly care, trained talent, your own team

02 **How a job runs**
Step by step, from first message to sign-off

03 **How we check every student**
The four steps, the test and the interview

04 **The ustads behind the work**
Who leads, checks and signs off

05 **Our promise to you**
Why hiring through us is safer

06 **Questions and how to start**
Answers, and one WhatsApp to begin

500+
students trained at SkillMentor

4.8/5
Google rating, from 21 reviews

6
live products built and run by our team

48h
to send you a shortlist of trained talent

FOUR WAYS TO WORK WITH US

Pick how you want the work done.

Whichever you choose, Ustad Studio stays your one contact from the first message to the last fix. Start at any step.

1 **Project** — We build it

2 **Monthly care** — We look after it

3 **Trained talent** — A person we manage

4 **Your own team** — They join you

01

ONE-OFF BUILD

A project, led by an ustad

You tell us what you need. An ustad turns it into a written plan, a timeline and a fixed price, then leads the build until it goes live.

BEST FOR

A new website or online store, an AI chatbot, an automation, an SEO setup or an ad campaign.

WHAT YOU GET

- Written scope and fixed price before any work starts
- Progress updates on WhatsApp as the work moves
- Ustad sign-off against a written checklist
- All logins and files handed over to you



Who does it: the mentor who teaches that exact skill, with their team.

02

EVERY MONTH

Monthly care

Once your site, store or bot is live, a trained person looks after it every month, and an ustad checks their work before it reaches you.

BEST FOR

Businesses that want things kept healthy and up to date without hiring anyone.

EVERY MONTH WE

- Update, back up and keep your site secure
- Make small changes: text, prices, images, new pages
- Keep your chatbot's answers up to date
- Send a plain-words report of what we did



Who does it: a checked SkillMentor student, with an ustad checking every task.

03

YOUR OWN PERSON

Trained talent, managed by us

Pick a SkillMentor student who passed our checks. They work on your jobs while we manage the work, check it and handle anything that comes up.

BEST FOR

Ongoing work where you want one dedicated person who knows your business.

HOW IT WORKS

- Tell us the role, the hours and your budget
- Get a shortlist within 48 hours
- They start as managed work, checked by an ustad
- We stay your contact if anything needs sorting out



Who does it: a Verified or Featured SkillMentor student (page 03).

04

WHEN IT IS WORKING

Take them onto your team

Once you have worked with a student through us and it is going well, you can hire them onto your own team. We agree it in writing and make the handover smooth.

BEST FOR

Businesses growing their own team with someone already proven on their work.

WHAT YOU GET

- Someone who already knows your business and tools
- A clean handover of the work, files and logins
- Everything agreed in writing, nothing left vague
- Ustad Studio still a message away if you need more help



Agreed with: Ustad Studio, after you have worked together first.

ustadstudio **One contact, always.** You can talk to the person doing your work, but changes, payments and problems all come to Ustad Studio. You never sort things out alone.

STEP BY STEP

An ustad at the start, and at the finish.

Every job follows the same clear steps, so you always know what happens next and who is responsible. The mentor who plans your work is the one who checks it.

PROJECTS AND MONTHLY CARE

When you want something built or looked after

1. **Tell us the job**
   Send a WhatsApp message or use the form on ustadstudio.com. Bring your idea, sites you like and any logins you have. A short call if it helps.
2. **Written plan and price**
   The lead ustad, who teaches this exact work, writes the scope and timeline. **You see the full price before you pay anything.**
3. **Build, with updates**
   Our trained team builds it while the ustad reviews the work as it moves. You get updates on WhatsApp at every stage.
4. **Ustad sign-off**
   Checked line by line against a written checklist, then switched on. See an example below.
5. **Handover, then care**
   Your logins and files are handed over. If you want, monthly care starts straight after, with the same team.

TRAINED TALENT

When you want a trained person on your work

1. **Tell us who you need**
   The role, the skills, the hours and your budget.
2. **Shortlist within 48 hours**
   Checked students whose seals match the role. You see their first name, last initial, seals and work.
3. **Meet them**
   A short call with the student, with us on it, so you can ask anything.
4. **Start as managed work**
   They work on your tasks. **An ustad checks every task before it reaches you.**
5. **Reviews and follow-ups**
   A three-question review after every job, and we check in on WhatsApp at day 30, 60 and 90.
6. **Hire onto your team**
   Once you have worked together and it is going well, agreed in writing with Ustad Studio.

STEP 4, UP CLOSE

The sign-off checklist

Nothing goes live on a feeling. The lead ustad ticks every line on a written checklist, then signs it. Each type of job has its own list.

Opens fast on a phone	1.8 s
Checkout tested, cash on delivery and card	6 / 6
Google titles and sitemap set	42 pages
WhatsApp order button works	tested
Daily backup switched on	02:00



Signed off by the lead ustad
Example: an online store

USTAD APPROVED

While the work runs, you never have to:

- **Chase for updates**
  They come to you on WhatsApp at every stage.
- **Check the work yourself**
  An ustad checks it before it reaches you.
- **Sort out problems alone**
  Ustad Studio handles changes and fixes.

THE FOUR STEPS

Checked by the mentor who taught them.

Nobody is listed just for finishing a course. Every student climbs four steps, each one checked and signed by their course mentor. You see these seals on every profile, so you know exactly what a person has proven.

STEP 1

Listed

WHAT IT TAKES

Course certificate, every assignment passed, at least 75% attendance and a complete profile.

WHAT IT MEANS

Trained and on our books. We can offer them work.

STEP 2

Verified

WHAT IT TAKES

Skills test score of 70 or more, and at least 3 out of 5 in every part of a mentor interview.

WHAT IT MEANS

Proven on a real task and in a live interview. Ready for client work.

STEP 3

Featured

WHAT IT TAKES

Test 85+, interview average 4+, one paid job rated 4.5+, and the founder's approval. Only 3 per skill.

WHAT IT MEANS

Our best in each skill, already trusted by a paying client.

STEP 4

Studio crew

WHAT IT TAKES

By invite only: 3+ client jobs, rating 4.7+, hired again at least once, and no missed deadlines.

WHAT IT MEANS

Builds alongside the ustads on Studio projects, and trains to become one.

A **The skills test**

Two parts. First, 20 questions in 30 minutes, marked automatically. Then a real task done in 48 hours, which the mentor marks against five checks. The real task counts for more.

B **The mentor interview**

20 minutes with the course mentor, scored out of 5 in four parts: walking through their own project, a live fix, an unhappy-client role-play, and how clearly they communicate.

C **Client reviews**

Three quick questions after every job. Being hired again counts most in our ranking, and returning clients get the same student first.

D **Kept up to date**

Students who have been without work for six months retake a short test before they are offered again. Anyone who breaks our rules leaves the list.

WHAT EVERY PROFILE SHOWS

Four seals, each one signed

Course
Certificate and every assignment passed
Signed by their mentor

Skills test
Score out of 100, real 48-hour task
Signed by their mentor

Interview
Score out of 5, in four parts
Signed by their mentor

Clients
Rating, and how often hired again
From client reviews



The mentors who sign the seals

Businesses see a first name and last initial, the seals and the work. No phone number or personal links. Ustad Studio is always your contact.

THE PEOPLE BEHIND THE WORK

Led and checked by people who teach it every week.

Ustad means a master of the craft. Each of our ustads teaches their subject at SkillMentor every week, leads the client projects in that skill, and signs every student's seals.



AI AUTOMATION

Ammad Ali

n8n, Make.com, Zapier and GoHighLevel.

45+ projects delivered



AI CHATBOTS

Tayyab Naeem

WhatsApp and website chatbots, voice agents.

60+ projects delivered



WEBSITES

Umar Farooq

WordPress and WooCommerce sites and stores.

120+ projects delivered



SEO & GOOGLE ADS

Tayyab Ali

7+ years in SEO. Teaches Google Ads.

80+ projects delivered



YOUR FIRST CONTACT

Led by Hammad Shahzad, founder

Hammad started SkillMentor to teach practical digital skills, and Ustad Studio so businesses can hire the mentors, and the students they trained, to do the work.

9+ years
digital marketing, e-commerce and AI automation

500+
students trained at SkillMentor

6 products
built and running

Websites and online stores

- WordPress, Shopify or custom builds
- Cash on delivery, card and bank checkout
- WhatsApp order and enquiry buttons

AI chatbots and automation

- WhatsApp, Messenger and website bots
- Bots that know your products and policies
- Leads sent straight to your CRM or sheet

SEO and growth

- Technical fixes and site speed
- Google Business Profile for local search
- Monthly report in plain words

Meta and Google ads

- Facebook and Instagram lead ads
- Google Search ads for people looking
- Pixel and conversion tracking set up

WHY HIRE THROUGH US

Less risk than hiring on your own.

Finding a good freelancer or junior hire usually means weeks of CVs and a guess. Here is what changes when you hire through Ustad Studio.

	HIRING ON YOUR OWN	WITH USTAD STUDIO
Finding someone	Weeks of posts, CVs and calls	**A shortlist within 48 hours**
Checking their skills	A CV and a gut feeling	**A real-task test and a mentor interview, signed**
Quality of the work	You find the mistakes yourself	**An ustad checks every task before you see it**
If it is not working	Start the search again	**We bring in another checked student and hand over**
Managing the work	On you, every day	**We manage it. You approve the results**

1

One contact, always

Changes, payments and problems all come to Ustad Studio. You never sort things out alone.

2

Checked before it reaches you

Every task is checked by the ustad who teaches that skill before it is delivered.

3

The right person, or a swap

If a student is not the right fit, tell us. We bring in another checked student and hand the work over.

4

Price before any work

A written plan and price before you pay anything. Every job is quoted on its own.

5

Your logins, your data

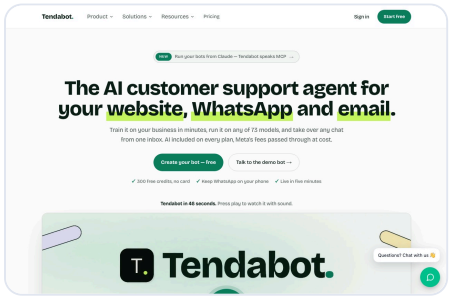
Students keep your files and passwords private. Logins are handed back to you when the work ends.

6

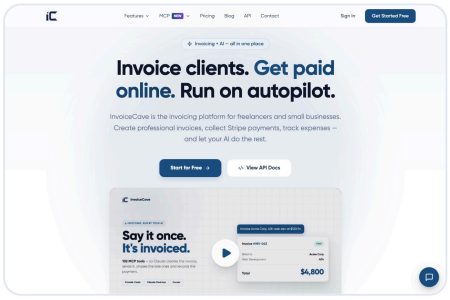
The same person next time

When you come back, you are offered the same student first, so nobody starts from zero.

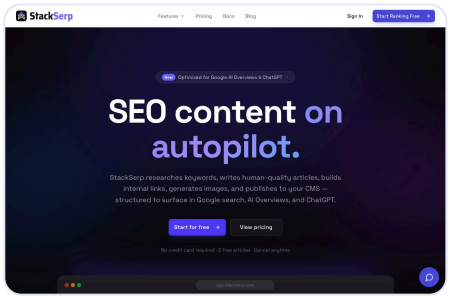
PROOF OF HOW WE BUILD: SIX LIVE PRODUCTS, BUILT AND RUN BY OUR TEAM



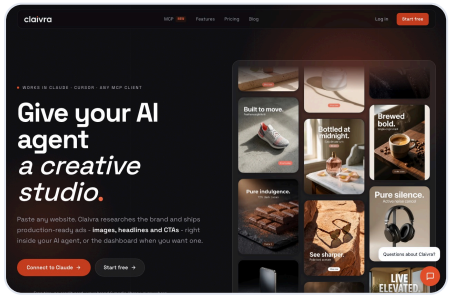
Tendabot AI chatbot platform



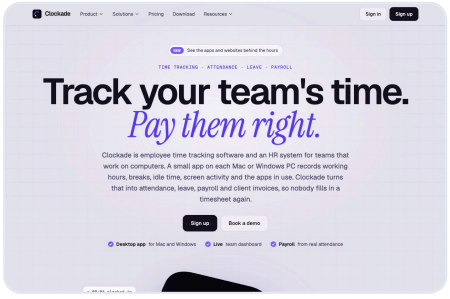
InvoiceCave Invoicing software



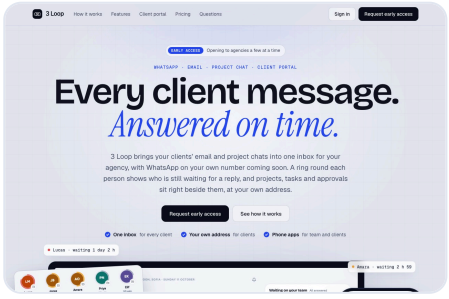
StackSerp AI SEO platform



Claivra AI ad creative



Clockade Team time and payroll



3 Loop Agency client inbox

BEFORE YOU ASK

Questions businesses ask us.

Who actually does my project?

One of our ustads leads it from start to finish. They plan it, build it with their team, and check it against a written checklist before you see it.

How much does it cost?

Every job is different, so the lead ustad sends you a written plan and price after a short chat. You see the full price before you pay anything.

Can I hire one of your students?

Yes. Tell us what you need and we send a shortlist within 48 hours. They start as managed work, with an ustad checking every task.

Can they join my team later?

Yes. Once you have worked together through us and it is going well, you can take them onto your own team. We agree it in writing first.

Will I deal with the student directly?

You can talk to them about the work, but Ustad Studio stays your contact for anything else: changes, payments, problems.

What if the student is not right for us?

Tell us. We find out what is wrong, and if needed we bring in another checked student and hand the work over.

Do you work with clients outside Pakistan?

Yes. Everything runs online, so we work with businesses anywhere, in Pakistan and abroad.

Is my data safe?

Your files and passwords stay private, and your logins are handed back to you when the work ends.

SKILLS YOU CAN HIRE FOR

Websites: WordPress, WooCommerce
Automation: n8n, Make.com, Zapier
Stores: Shopify and e-commerce
CRM: GoHighLevel
AI chatbots and voice agents
SEO, Meta and Google ads

FOR A PROJECT

What to send us first

- What you need built, in a few lines
- Two or three sites you like
- Your deadline, and any logins you have

FOR MONTHLY CARE

What to send us first

- The link to your site, store or bot
- What needs doing each month
- Anything that is broken right now

FOR TRAINED TALENT

What to send us first

- The role and the skills it needs
- Hours per week and when to start
- Your budget, so we match the right person

START WITH ONE MESSAGE

Tell us what you need.

1. Scan the code or WhatsApp **0328 4252254**
2. Tell us the job, or the person you need
3. Get a written plan and price, or a shortlist within 48 hours

Scan to WhatsApp
Ustad Studio

ustadstudio.com
See our work and ustads

0328 4252254
WhatsApp, a real person replies