

## Your First 90 Days as a SagePreneur 🚀

### Building Your Digital Business Like Opening a Restaurant

**Goal:** Help you go from “What should I teach?” to having your **own digital business up and running!**

Think of this journey **like opening a brand-new restaurant**. First, you need to decide what kind of food (niche) you'll serve, set up your menu (your offers), get customers (your audience), and finally, start selling! 🍽️✨

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#### Phase 1: Picking Your Perfect Spot & Dream Menu (Weeks 1-4)

**Focus:** Clarity, Confidence, and Choosing Your Business Idea

💡 Imagine you're opening a restaurant. You wouldn't just serve **everything under the sun**—that would be exhausting! Instead, you'd pick a specialty. That's what we're doing here.

#### Week 1: The Big Dream – What Kind of Business Do You Want?

- Welcome to SagePreneurs! What's possible for you in the online world?
  - **The SagePreneur Mindset:** Think **like a business owner, not an employee**
  - The **4-Hour Workday Formula** – work smarter, not harder!
  - The different “menus” of digital business (courses, memberships, downloads).
  - **Action Step:** Write your “WHY” for this business. (Why does this matter to you?)
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#### Week 2: Finding Your Signature Dish – What Will You Teach?

- What's your **secret sauce**? Finding your unique knowledge & skills.
  - The **3-ingredient test**: Passion 🔥 + Market Demand 💰 + Transformation ✨
  - How to **validate** an idea (without overthinking!).
  - **Action Step:** Pick **3 business ideas** to explore further.
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### Week 3: Who's Hungry? Defining Your Dream Customers

- Who are you cooking for? Defining your **niche** and **ideal audience**.
  - Common mistakes: Why **trying to serve everyone** leaves you with an empty restaurant.
  - **The One Problem – One Solution Formula** (Keep it simple!)
  - **Action Step:** Write your **niche statement**:  
*“I help [who] achieve [what] by [your expertise].”*
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### Week 4: Getting Your Restaurant (Business) Ready to Open!

- Choosing your business name (Your “restaurant sign”).
  - Do you **need** a website right now? (Hint: Nope! But we’ll talk about simple options.)
  - Why email is **your most valuable asset** (like your VIP customer list!).
  - **Action Step:** Set up your **“Coming Soon” page** or **social media profile**.
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### Phase 2: Creating Your First “Dish” (Weeks 5-8)

**Focus:** Creating a simple **first offer** (Lead Magnet or Mini-Product)

Now that you’ve **picked your restaurant theme** and **know who you're serving**, it's time to create your **FIRST dish** (your digital product)! 🍽️

### Week 5: Serving Up a Tasty Freebie (Your Lead Magnet)

- What’s the **appetizer** that gets people in the door?
  - Simple **Lead Magnet ideas** (Checklists, PDFs, Mini-Courses).
  - How to make this **fast and easy** (using AI & templates!).
  - **Action Step:** Pick a **lead magnet** idea.
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### Week 6: Setting Up Your Reservation System (Email List)

- Why email is your **most powerful business tool**.
- Setting up a simple **opt-in page** (a digital reservation form!).

- Getting your first **10-20 subscribers** (without ads!).
  - **Action Step:** Set up a freebie and create an opt-in page.
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### Week 7: Your First Paid Offer – The Perfect “Main Course”

- How to **package and price** your knowledge.
  - What’s on your “menu”? Simple offers to start with.
  - **Keep it simple:** Mini-courses, PDF guides, workshops.
  - **Action Step:** Outline your first **paid product** idea.
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### Week 8: Spreading the Word – Marketing Basics

- How to **start attracting customers** (without paid ads!).
  - **What to post on social media** when you're just starting out.
  - How to **build trust** with your audience.
  - **Action Step:** Plan your **first 5 social media posts**.
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### Phase 3: Opening Day! (Weeks 9-12)

**Focus:** Launching Your First Offer & Getting Your First Sales 🎉

It’s time for **your grand opening!** Let’s bring in those first customers and **start making money!** 💰

### Week 9: Setting Up Your Order Counter (Sales Page & Payment System)

- What makes a great **sales page**? (Hint: Clarity + Simplicity!)
  - How to take **payments online** (Stripe, PayPal, Go High Level).
  - **Action Step:** Write your **first sales page** draft.
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### Week 10: Selling Without Feeling ‘Salesy’

- **Selling is Serving:** Why sales don’t have to feel icky.
  - The **3-Step Sales Framework:** Connect → Solve → Invite.
  - **Action Step:** Write a short **sales email**.
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### Week 11: Your Grand Opening – Getting Your First Buyers!

- **Simple ways** to promote your first offer (email, social, word-of-mouth).
  - How to **run a “soft launch”** (AKA: Pre-sell your idea!).
  - **Action Step:** Invite people to **join your offer**.
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### Week 12: Looking Back & Looking Forward

- What worked? What would you change?
  - How to **improve your product & grow your audience**.
  - Planning for **the next 90 days**.
  - **Action Step:** Write your **90-day reflection**.
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### What’s Next?

 You’ve **officially launched your first digital business!** Now we’ll focus on **growing your audience, improving your offers, and making consistent income!**

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### Why This Works

- **Each step builds on the last** (so you never feel lost).
- **No tech overwhelm** – We keep things simple!
- **You focus on progress, not perfection!**