



BOOTCAMP BONUS HANDOUT:

Your First 30 Days – A Step-by-Step Action Plan

Use this checklist to stay consistent and build momentum quickly. Small daily steps add up to real results – this guide helps you stay focused.

Key Goals for Your First Month

- Get set up – tools, accounts, systems
- Start learning – build skills as you go
- Take consistent action daily
- Begin generating leads, even small ones

Pro Tip: Don't wait to feel "ready." Progress happens when you take action, not when everything feels perfect.

Your Week-by-Week Checklist

Week 1 – Laying the Foundation

- Choose your business model (done-for-you recommended)
- Set up your main accounts: email, domain, landing page
- Watch core training modules – don't skip steps

- Block out 1-2 hours daily for this business

Don't Skip This: *Scheduling time now makes it easier to stay consistent later.*

Week 2 – Learning & Building

- Practice simple marketing tasks (posting, commenting, networking)
- Get comfortable with the tools (email software, automation)
- Start collecting leads that your email autoresponder will follow up with
- Stay plugged into training or community calls for guidance

Pro Tip: *Don't try to master everything at once – focus on one skill at a time.*

Week 3 – Taking Consistent Action

- Post content regularly (short videos, posts, stories)
- Follow up with anyone showing interest via email or DM
- Track your progress: leads, posts, engagement
- Ask questions when stuck – don't spin your wheels

Callout: *Consistency builds credibility – even small efforts add up quickly.*

Week 4 – Review & Adjust

- Review what worked and double down
- Make small tweaks to what didn't work
- Refine your daily routine to make it natural & doable

Pro Tip: *This is about progress, not perfection. Adjusting is part of the process.*

Keys to Staying Consistent

- Focus on progress, not perfection
- Keep your why in front of you – financial freedom, retirement, time freedom
- Celebrate small wins each week
- Two focused hours a day beats ten scattered hours

Don't Skip This: *Your “why” keeps you moving when motivation dips.*

Your Next Step

- Comment “**YES**” or reach out directly
- Get your business set up this week
- Follow this 30-day plan with a proven system
- Start earning while you're learning

Callout: *A ready-made system makes this entire plan faster and easier.*

YOUR PERFECT CUSTOMER:

Chat GPT/AI Sample Prompt To Help Identify Your Perfect Customer

I am an online business mentor focused on helping people who are 55+, nearing retirement or already retired who don't have enough money saved to retire comfortably. I want to market to them via short form videos on social media. Give me ideas of “stop the scroll” hooks, pain points to target and stories I can tell to help get them interested in me and my program.

Then, when it spits out the results, you can drill down further if need be. The more specific information you provide to Chat GPT, the more useful information it will provide you with. **Here's what it gave me as an example:**

 **Age & Life Stage:** Over 50, likely 55+, nearing or in retirement but financially unprepared.

 **Pain Points:**

- Stressed about not having enough money saved for retirement.
- Worried about outliving their savings.
- Feels they *should* have more money at this stage in life.
- Wants to enjoy life but feels stuck financially.
- Skeptical or fearful of starting something new online.

 **Desires & Goals:**

- Wants *time and money freedom*—more income without sacrificing all their time.
- Open to making money online but lacks confidence in skills, time, or ability to succeed.
- Prefers something simple, low-maintenance, and proven.
- Wants a business they can *automate* for passive income.
- Needs *fast* and *reliable* results without complex tech or huge risks.

 **Best Marketing Messages for Them:**

- "Tired of stressing about money in retirement? This online business can change that."
- "You don't need tech skills or experience—just follow a step-by-step blueprint."
- "A business that works *for you*, even when you're not working."
- "You don't have to start from scratch—get a *done-for-you* system and start earning."
- "If you could make an extra \$5K-\$10K/month in just 2 hours a day, would you?"

Where to Target Them:

- **Facebook & YouTube:** They spend more time here than TikTok.
 - **Email Marketing:** Nurture them with value-based emails.
 - **YouTube Shorts & TikTok:** Use engaging, trust-building content.
 - **Facebook Groups:** Retirement, side hustle, or "make money from home" communities.
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Short Video Script Example:

Hook:

"Struggling to make money online while balancing your busy life?"

Problem:

"You've tried posting every day, following all the gurus, and still... no results. You're overwhelmed and feel like giving up."

Empathize:

I've been there too, wondering if success was even possible while thinking about quitting and juggling a million responsibilities.

Solution:

"That's why I started following a simple, step-by-step blueprint that shows you how to master a 2-hour workday, attract customers using social media, and build an automated business."

Benefits:

"You'll finally stop spinning your wheels and learn how to start making up to \$900 a day –all while having more time for your family and freedom for the things you love."

CTA:

"Put READY in the comments and I will get you the information for you to review!"