

THE SIMPLE LAUNCH

THE BEGINNER'S 30-DAY ONLINE BUSINESS BLUEPRINT

Start your first online business,
one simple step at a time.

A free educational guide. Not a promise of income.

A step-by-step plan from The Simple Launch — Start your first online business, one simple step at a time.

How to use this blueprint

This blueprint is for total beginners. You have no business yet, no audience, no tech skills, and maybe no idea where to start. That's exactly who this was written for.

Here's how it works: one day, one step, one clear outcome. Each day has a goal, a short list of concrete actions, and a "done when" line so you know when to stop and move on. Most days take 30-90 minutes.

A few rules for the journey:

1. **Don't skip ahead.** The days build on each other. Day 30 only makes sense if you did Day 1.
2. **"Good enough" beats perfect.** A finished ugly landing page earns you more than a perfect one still in your head.
3. **Do the day's step the day you read it.** This blueprint has a shelf life: the longer it sits, the less it works.
4. **Skip tools rabbit holes.** You need exactly one tool for most of this blueprint — a platform that handles your website, pages, emails, and funnels in one place. Day 6 will walk you through choosing it, and it starts free.

One more thing: this is an educational guide, not a promise of income. Building an online business takes real work, and results vary wildly from person to person. What this blueprint promises is simpler: if you do one honest step per day for 30 days, you will end the month with a working business foundation — a clear offer, a real website, an email list, content out in the world, and a plan for what comes next. That's a genuinely big deal.

What you'll need before Day 1

Almost nothing — and that's the point. Here's the complete list:

- **A notebook or notes app** for the planning days (Days 1-5).
- **An email address you actually check**, which becomes your business

contact address.

- **Your phone**, which is your camera, your video studio, and your testing device for the whole month.
- **One free platform account** (you'll create this on Day 6) for your website, landing pages, emails, and funnels.
- **30-90 minutes a day.** If you miss a day, don't quit — just do that day's step the next morning and keep going. The only way to fail this blueprint is to stop.

That's it. No budget, no team, no prior experience required. Let's begin.

DAY 1

Choose Your Business Model

Goal: Pick ONE way your business will make money, so every later decision has an anchor.

There are dozens of business models, but beginners should pick from three:

1. **Affiliate marketing** — recommend other people's products and earn a commission on sales. No product of your own, no inventory, no customer support.
2. **Digital products** — sell your own ebooks, templates, checklists, or short guides. Low cost to create, no shipping.
3. **Services** — sell a skill directly: writing, design, bookkeeping, coaching, consulting. Money can arrive fastest here.

Why this matters: Most beginners never choose. They dabble in a little of everything, which means nothing gets enough attention to work. Committing to one model for 30 days doesn't lock you in forever — it gives every later decision a filter. When you know how you'll make money, choosing a niche, an offer, and even your content topics becomes obvious instead of agonizing.

Action steps:

1. Grab a notebook or a notes app. Write down these three models at the top of a fresh page.
2. For each model, rate yourself 1-5 on two questions: "How much do I already know about this?" and "How excited am I to learn it?"
3. Circle the model with the highest combined score. That's your model for the next 30 days.
4. Write one sentence finishing this prompt: "My business will earn money by ____." Put it where you'll see it every morning.

Done when: ☐ I have one business model chosen and written down in one sentence.

DAY 2

Choose a Niche

Goal: Narrow "everyone" down to "someone specific" — a business for everyone reaches no one.

A niche is just the intersection of three things: something you know or can learn, a group of people you can find, and a problem those people will pay to solve. You don't need to be an expert — you need to be one or two steps ahead of your audience, learning in public.

Why this matters: A niche is not a cage; it's a starting point. You can widen later once something is working. Right now, specificity is your superpower: it tells you exactly who to talk to, where to find them, and what to make. 'Everyone' is not an audience you can reach with 30 minutes a day. One clear group is.

Action steps:

1. Brainstorm 10 topics you know about or are interested in: hobbies, past jobs, problems you've solved, things friends ask you about.
2. For each topic, answer three yes/no questions: Can I learn enough about this to be genuinely helpful? Can I find these people online (a forum, a subreddit, Facebook groups, search)? Would anyone pay to solve a problem in this area?
3. Cross off any topic with a "no." Pick the survivor that excites you most.
4. Write your niche as: "I help [specific group] with [specific area]."

Done when: ☐ My niche is written down as "I help ___ with ___."

DAY 3

Identify Your Audience

Goal: Describe your ideal customer in enough detail that you could write them a personal email.

Vague audiences produce vague businesses. "Women who want to get fit" is a crowd; "busy moms in their 30s who haven't exercised in two years and want a 20-minute home routine" is a customer you can actually talk to.

Why this matters: Every piece of marketing you'll ever write is a conversation with this person. When you know their daily life, their frustrations, and their exact words, your headlines write themselves and your content actually resonates. Businesses that try to speak to everyone end up speaking to no one — and sounding like a corporation while they do it.

Action steps:

1. Write a one-page "customer sketch": age range, daily life, biggest frustrations, what they've already tried, where they spend time online.
2. List the 3 most common questions people in your niche ask online (check Reddit threads, Facebook groups, YouTube comments, or Amazon reviews of related products).
3. Rank those 3 questions by how often they come up. Question #1 is your audience's burning problem.
4. Name your customer sketch — a first name works ("Busy Mom Brenda"). You'll write to this person for the rest of the month.

Done when: ☐ I have a named, one-page customer sketch and their top 3 questions.

DAY 4

Find a Problem to Solve

Goal: Confirm there is a real, painful problem worth building your business around.

A business exists to solve problems people already want solved. Your job today is to find proof that your audience's problem is real and that they actively seek solutions — not just complain about it.

Why this matters: Enthusiasm for a topic is not the same as demand for a solution. This day protects you from the most common beginner mistake: building something nobody was looking for. Ten minutes of evidence-gathering today saves you months of shouting into the void. Follow the proof of demand, not just your passion.

Action steps:

1. Search your niche's burning problem on Google, YouTube, Reddit, and Amazon. Note how much content already exists — lots of content means lots of demand.
2. Check that people spend money here: are there books, courses, or products about it on Amazon? Are companies running ads for it?
3. Write down 5 exact phrases your audience uses to describe the problem (copy their words, not yours — this becomes your marketing language later).
4. Pick ONE problem to focus on for the next 30 days. Write it as: "My audience struggles with ___ and is actively looking for ___."

Done when: ☐ I have one problem, written in my audience's own words, with evidence people seek (and pay for) solutions.

DAY 5

Create Your Offer

Goal: Turn the problem into a specific offer a stranger could understand in 10 seconds.

An offer is the clear promise of what you sell. Keep it simple at first — it will evolve. The formula: "I help [audience] get [result] without [common pain]."

If your Day 1 model was **affiliate marketing**, your "offer" is a curated recommendation list — you don't need a product yet.

If **digital products**, your offer is a short guide, checklist, or template that solves one problem.

If **services**, your offer is a one-sentence package: what you do, for whom, and the outcome.

Why this matters: An unclear offer is the silent killer of new businesses. People don't buy what they don't understand, and they won't spend 10 minutes figuring you out. If you can say what you do in one plain sentence, your website, your content, and your emails all get easier — because they all say the same thing.

Action steps:

1. Write your offer in one sentence using the formula above.
2. Read it out loud. If a 12-year-old couldn't understand it, simplify.
3. Ask one real person (friend, family member, online acquaintance): "Does this make sense? Would anyone want this?" Listen more than you defend.
4. Write the final version on the same page as your business-model sentence from Day 1.

Done when: ☐ My offer is one clear sentence a 12-year-old could understand.

DAY 6

Choose Your Business Platform

Goal: Pick ONE platform to run your website, pages, emails, and funnels — and stop shopping for tools.

Beginners lose weeks comparing tools. Here's the simple truth: you need a website, a way to collect emails, and a way to sell or recommend things. The cheapest way to get all three is an all-in-one platform instead of five separate subscriptions.

One widely used option is **Systeme.io**, which describes itself as "the only tool you need to launch your online business." Its free plan costs \$0 forever with no credit card required and includes 2,000 contacts, 3 sales funnels, 1 online course, 1 blog, unlimited emails, and its own affiliate program management. The paid plans start at \$17/month (Startup), with Webinar at \$47/month and Unlimited at \$97/month; annual billing gives 2 months free, and every plan includes 0% transaction fees plus 24/7 email support.

This blueprint is written so it works with any all-in-one platform. But having one account that covers everything is what lets you actually finish the next 24 days instead of wiring tools together.

Why this matters: Tool-hopping is procrastination that feels productive. Every week spent comparing platforms is a week your business doesn't exist. One account that handles your site, pages, and emails removes the biggest technical excuse beginners have. Pick it today, learn it as you go, and never look back.

Action steps:

1. List your requirements: website, landing pages, email collection, email sending, and selling/recommending products.
2. Compare one all-in-one platform against buying those pieces separately. (For reference: Systeme.io's own comparison page notes that a stack of separate tools — funnel builder \$97 + email tool \$20 + course platform \$39 + affiliate tool \$89 — runs about \$245/month, versus its free or \$17/month plans.)
3. Create your free account on the platform you choose. Do not enter a payment method.
4. Click around for 15 minutes: find where pages are built, where emails are written,

and where contacts are stored. Just get oriented.

Done when: ☐ I have one platform account created and I know where pages, emails, and contacts live.

DAY 7

Create Your Basic Website

Goal: Publish a simple, real website with your name (or brand name) on it.

Your website doesn't need to be beautiful. It needs to exist. Three pages are plenty: a home page (who you help + your offer), an about page (who you are, in plain language), and a contact page (an email address or a form).

Why this matters: Your website is your home base on the internet — the one place you control completely. Social platforms can change their rules or disappear; your site stays. It doesn't need to impress anyone yet. It needs to exist, look real, and give visitors somewhere to go next. Done beats dazzling.

Action steps:

1. In your platform, start a new website using one of its templates — don't build from scratch.
2. Write the home page headline from your Day 5 offer sentence, plus 2-3 sentences about who it's for.
3. Create the about page: 3-5 sentences about you, why you care about this niche, and what you're building. Honest beats impressive.
4. Create the contact page with a simple form or your email address, then publish all three pages and open the site on your phone to check it looks fine.

Done when: ☐ My website is published with home, about, and contact pages, and it works on my phone.

DAY 8

Create a Landing Page

Goal: Build ONE focused page whose only job is to collect email addresses.

Your website welcomes visitors; your landing page captures them. A landing page has one message, one offer (your lead magnet, coming tomorrow), and one form — no menus, no distractions, no links that let people wander off.

Why this matters: Traffic without capture is wasted effort. Every visitor who leaves your site without subscribing is someone you'll probably never see again. A landing page fixes that by giving each visitor exactly one job. This single page will quietly become the most valuable asset in your business.

Action steps:

1. In your platform, create a new landing page from a template made for email collection (often called "squeeze page" or "opt-in" templates).
2. Write a headline that names your audience's burning problem or desired result (Day 4 gave you their exact words — use them).
3. Add 3–4 bullet points describing what the visitor gets by signing up, and one clear button with action text like "Send Me the Free Guide" or "Get Instant Access."
4. Remove every navigation link and extra button from the page, then publish it and test the page on your phone.

Done when: ☐ My landing page is published with one headline, one form, one button, and zero distractions.

DAY 9

Create Your Lead Magnet

Goal: Create something free and genuinely useful that your audience actually wants.

A lead magnet is the free gift you trade for an email address. The best ones are short, specific, and solve one problem fast: a checklist, a cheat sheet, a 5-page guide, a template, or a 10-minute video. Bigger is not better — finished and useful is.

Why this matters: Nobody hands over their email address for nothing. A lead magnet is the trade that starts the relationship: you give genuine help up front, and in return you earn the right to keep talking to them. Make it good — the quality of this free gift sets the expectation for everything you'll ever sell.

Action steps:

1. Pick the format: a 3–7 page PDF guide or a one-page checklist. Choose whichever you could finish today.
2. Solve ONE problem from your audience's top-3 list (Day 3). Give the reader a quick win they can use today.
3. Create it in a simple tool you already have — a document exported as PDF is fine. No fancy design needed; clear headings and white space are enough.
4. Save the file somewhere you can link to it, and name it clearly (e.g., "7-Day-Beginner-Checklist.pdf"). You'll connect it to your landing page on Day 10.

Done when: ☐ I have one finished, downloadable free gift that solves one real problem.

DAY 10

Set Up Email Collection

Goal: Connect your landing page form to your email list so signups flow in automatically.

This is the machinery that makes everything else work. When someone enters their email on your landing page, their address should land in a list inside your platform, and they should automatically receive your lead magnet. Set it up once; it runs forever.

Why this matters: This is the day your business gets a nervous system. Until now, everything was preparation. From this moment, a stranger can find you, subscribe, and receive your gift while you're asleep, at work, or on vacation. Test it thoroughly — a broken signup flow silently loses every visitor it touches.

Action steps:

1. In your platform, create a contact list (or tag) for your blueprint/new-subscriber audience — name it something you'll recognize later, like "Blueprint subscribers."
2. Connect your Day 8 landing page form so every submission adds the person to that list.
3. Set up the delivery: when someone subscribes, they get an automatic email with the download link for your Day 9 lead magnet.
4. Test it yourself with a second email address. Subscribe, confirm you land on the list, and confirm the lead magnet arrives. Fix anything broken before you move on.

Done when: ☐ I tested the full signup flow myself and the free gift arrived automatically.

DAY 11

Create Your First Email

Goal: Write and send (or schedule) your first real email to a subscriber.

Your first email should welcome people like a human being. Thank them for downloading, tell them what to expect from you, and ask them to reply to one simple question — replies are how you learn what your audience needs.

Why this matters: Your first email sets the tone for the entire relationship. A warm, human welcome with a real question does something most businesses never do: it starts a conversation instead of a broadcast. The replies you get will teach you more about your audience than any analytics dashboard ever will.

Action steps:

1. Write a plain-text-style email: subject line that says what it is (e.g., "Here's your [lead magnet name]"), a warm 3-5 sentence welcome, the download link, and one question like "What's your biggest struggle with [niche] right now?"
2. Set your "from" name to your real name or brand and use an email address you actually check.
3. Send it as part of your automatic delivery (Day 10), so every new subscriber gets it.
4. When replies come in, answer them personally. Every reply is market research.

Done when: ☐ My welcome email is live in the automation, written like a real person, ending with a question.

DAY 12

Create Your Welcome Sequence

Goal: Write a 3-5 email welcome sequence that turns a stranger into someone who trusts you.

A welcome sequence is a short series of automated emails new subscribers receive over their first week. It does three jobs: delivers value, tells your story, and sets expectations. Keep each email short — 150-300 words is plenty.

Why this matters: Most subscribers decide whether to trust you in the first week. A welcome sequence makes sure that week isn't silent. It introduces you, proves you can help, and sets expectations — automatically, for every new subscriber, forever. Write it once, and it works for you every single day.

Action steps:

1. Draft these emails (one per day, roughly): Email 1 — welcome + lead magnet delivery + your one-question survey. Email 2 — your story: why you started, what you've learned, why you care. Email 3 — one genuinely useful tip or mini-lesson related to their problem. Email 4 — what to expect from you going forward and how often you'll write.
2. Write in first person, like a letter to your named customer from Day 3. Read each email aloud; if it sounds like a company, rewrite it.
3. Load the sequence into your platform's automation so each new subscriber receives them in order, one day apart.
4. Subscribe with your test email again and confirm all emails arrive in the right order with working links.

Done when: ☐ My 3-5 email welcome sequence is loaded, automated, and tested end to end.

DAY 13

Create Your First Piece of Content

Goal: Publish ONE piece of content that helps your audience — and stop waiting until you feel ready.

Content is how strangers discover you. It doesn't have to go viral; it has to help one person. Pick the format you find least intimidating: a short article, a short video, or a social post. Publish it today.

Why this matters: Everything before today was building the machine. Today you turn it on. Publishing your first piece of content is the moment you stop preparing and start being visible — and visibility is the only thing that brings strangers into your world. It won't be perfect. Publish it anyway.

Action steps:

1. Answer your audience's #1 question (Day 3) as plainly as you can. That's your topic.
2. Give it one clear structure: the problem, why it matters, and 3 practical steps to fix it.
3. Create it in the format you chose — write 400–600 words, or record a 3–5 minute video on your phone, or write a 150-word post.
4. Publish it publicly (on your blog, YouTube, or a social profile) and link your landing page in the description or bio.

Done when: ☐ One piece of genuinely helpful content is published publicly with my landing page linked.

DAY 14

Create Your First Short Video

Goal: Record and post a 60-90 second video that answers one question for your audience.

Short video is the fastest way to reach strangers for free right now. You don't need a camera — your phone is enough. You don't need to be charismatic — you need to be clear. Script it first so you don't ramble.

Why this matters: Short video is the closest thing to free advertising that exists right now. The platforms are actively pushing short videos to people who've never heard of you, which means one good 60-second clip can do more for your reach than a month of posting into the void. Low effort, high upside — make it a habit.

Action steps:

1. Pick one of your audience's top-3 questions (Day 3) that you can answer in under 90 seconds.
2. Write a 3-line script: Line 1 — say the question back ("Struggling with ___?"). Line 2 — give the answer or key tip. Line 3 — tell them where to get more (your free guide / landing page).
3. Record it on your phone in a quiet spot with decent light. Do up to 3 takes, then post the best one. Imperfect and posted beats perfect and private.
4. Post it to one platform (TikTok, Instagram Reels, or YouTube Shorts), and put your landing page link in your bio or the description.

Done when: ☐ One 60-90 second video is posted with a path back to my landing page.

DAY 15

Create Your First Blog Article

Goal: Publish a 600–1,000 word article on your own site that ranks on search engines over time.

Blog articles are slow but compounding: a good article can bring you visitors for years. Most all-in-one platforms (including the free plan of Systeme.io, which includes 1 blog) let you publish articles on your own site without any extra tools.

Why this matters: Social posts disappear in hours. Blog articles compound for years. A single article that answers a real question can bring you a steady trickle of visitors long after you've forgotten you wrote it. You're not just publishing today — you're planting seeds that keep growing.

Action steps:

1. Pick a "how to" topic in your niche — something people actually type into Google (start it with "how to ___" or "what is ___").
2. Write 600–1,000 words: a short intro stating the problem, 3–5 subheadings with practical steps, and a closing that points readers to your free guide (link your landing page).
3. Add one simple image (your own photo or a free stock image) and a clear, honest title — no clickbait.
4. Publish the article on your blog and share the link in one place your audience hangs out.

Done when: ☐ One real article is published on my own blog, with my landing page linked.

DAY 16

Create Your First Social Post

Goal: Set up ONE social profile for your business and post your first piece of value there.

You don't need to be on every platform. Pick the one where your audience already spends time: Facebook groups, Instagram, TikTok, Pinterest, LinkedIn, or X. One platform, done consistently, beats five platforms done once.

Why this matters: Your audience is already gathered somewhere, talking about their problems. Showing up there — consistently and helpfully — is the fastest free way to become known. One platform done well will outperform five platforms done sporadically, and it protects your limited time.

Action steps:

1. Choose ONE platform based on your Day 3 customer sketch — where does that person actually scroll?
2. Create (or convert) a profile under your business/brand name. Write a bio that says who you help and what you offer (use your Day 5 sentence). Add your landing page link.
3. Post your first piece of value: a quick tip, a personal lesson learned, or an answer to a common question. 100–200 words plus one image, or a short video.
4. Spend 20 minutes engaging: comment helpfully on 5–10 posts by others in your niche. Don't pitch — just be useful and visible.

Done when: ☐ My business profile is set up on one platform with one value post published and 5+ genuine comments left.

DAY 17

Create Your First Funnel

Goal: Connect your landing page, emails, and offer into one simple funnel that works while you sleep.

A funnel is just a path: stranger sees your content → visits your landing page → gets your free gift → receives your welcome emails → is offered the next step. Your free plan supports up to 3 sales funnels, which is more than enough to start.

Why this matters: Until today you had parts: a page here, emails there, content somewhere else. A funnel connects them into a system where each piece feeds the next. This is the difference between random acts of marketing and a business that grows on its own. Walk it as a stranger would — that's the only test that matters.

Action steps:

1. Sketch your funnel on paper: Content → Landing page → Lead magnet → Welcome sequence → Offer (affiliate recommendation, digital product, or service from Day 5).
2. In your platform, check that each connection actually works: content links to the landing page, the form adds people to the list, the list triggers the welcome emails, and the emails link to your offer.
3. Walk through the whole funnel yourself as a stranger, on your phone. Fix anything confusing or broken.
4. Write down your funnel's address (the landing page URL) — this is the link you'll promote everywhere from now on.

Done when: ☐ My funnel is mapped, connected, and I have walked through the whole thing on my phone.

DAY 18

Create Your CTA

Goal: Write ONE clear call-to-action and put it everywhere it belongs.

CTA means "call to action" — the sentence that tells people what to do next. Weak CTAs ("check out my stuff") cost you subscribers. A good CTA is specific, low-risk, and names the benefit: "Get the free 7-day checklist that fixes ____."

Why this matters: People don't do what you don't ask them to do. A clear call to action is the bridge between your helpful content and your growing list — without it, even your best work just gets a polite nod and a scroll-past. One strong CTA, repeated everywhere, quietly does more work than any single piece of content.

Action steps:

1. Write your primary CTA in this format: "Get [your free gift] — [the specific benefit], free."
2. Put that exact CTA at the end of your blog article, in your social profile bio link, in your video descriptions, and in your email signature.
3. Add it to the end of every piece of content you make from now on. Repetition is how it works.
4. Ask one person to read your CTA and tell you what they'd get if they clicked. If they're unsure, rewrite it.

Done when: ☐ My CTA is written, placed in at least 4 locations, and a stranger can explain what they'd get.

DAY 19

Create Your Free Offer

Goal: Make your free offer irresistible — upgrade the packaging of your lead magnet, not just its content.

Your lead magnet already exists (Day 9). Today, make people want it more. A great free offer has a specific name, a specific promise, and proof it works fast. "Free guide" is forgettable; "The 7-Day Beginner Checklist: fix your ___ in one week" is clickable.

Why this matters: Perception matters as much as content. The same free gift with a vague name gets ignored; with a specific name and a clear promise, it gets downloaded. You're not changing what you give — you're finally describing its value the way your audience experiences it. Packaging is part of the product.

Action steps:

1. Give your lead magnet a real name — specific, benefit-driven, under 10 words.
2. Write a 3-bullet "what you'll get" list describing concrete outcomes, not topics.
3. Update your landing page headline and bullets with the new name and the outcome list.
4. Add a small "what people are saying" section later once real readers reply to your emails — never invent quotes. For now, a simple line like "Free — no credit card required" builds trust.

Done when: ☐ My lead magnet has a real name, outcome bullets, and an updated landing page.

DAY 20

Create Your First Affiliate Offer

Goal: Pick ONE product or tool to recommend as an affiliate — something you genuinely use or would use.

Affiliate marketing lets you earn commissions by recommending products, with no product of your own. The rule is simple and non-negotiable: only recommend things you have used, tested, or thoroughly researched. Your reputation is the whole business.

Why this matters: Recommending products you believe in is one of the most honest ways to earn online: you help your audience avoid bad purchases, and you get paid for the guidance. But the trust that makes it work is fragile. One shady recommendation can undo months of goodwill. Choose carefully, disclose always.

Action steps:

1. List 5–10 tools or products your audience already needs, based on their problem (Day 4). The platform you chose on Day 6 is an obvious candidate — if you genuinely find it useful.
2. Research one affiliate program for your top pick. Look for: the commission rate, how long referrals stay attributed to you, how and when you're paid, and whether joining is free. (For reference, Systeme.io's affiliate program pays 60% on every sale, recurring every month the referral stays subscribed, with lifetime attribution, free to join with no purchase required, and payouts via PayPal or wire transfer with a \$30 minimum, processed monthly on the 10th.)
3. Join exactly ONE program today — the one whose product you'd recommend even without a commission.
4. Write a 100-word "why I recommend this" note in your own words. Save it — you'll place it in your emails and content later.

Done when: ☐ I have joined one affiliate program for a product I genuinely stand behind, with my "why I recommend this" note written.

DAY 21

Create Your First YouTube Video

Goal: Publish a 5-10 minute YouTube video that teaches something real.

YouTube is a search engine that pays you in trust. One helpful video can bring you subscribers for years, and longer videos let you explain things short-form can't. Your phone and free editing tools are enough.

Why this matters: YouTube is the world's second-largest search engine, and its videos keep working for years. A single helpful tutorial can become your hardest-working employee — answering questions, building trust, and sending subscribers to your list around the clock. The barrier is just pressing record.

Action steps:

1. Pick a topic from your audience's questions that needs more than 90 seconds — a mini-tutorial or a walkthrough works best.
2. Outline it: hook (the problem, 30 seconds), 3-5 teaching points, and a closing CTA pointing to your free offer (Day 18).
3. Record with your phone, decent light, and clear audio (a quiet room beats a noisy one; speak close to the phone). Edit out mistakes with any free editor.
4. Upload with a clear title ("How to ___"), a 2-3 sentence description, and your landing page link at the top of the description.

Done when: ☐ One 5-10 minute teaching video is live on YouTube with my landing page linked.

DAY 22

Create Pinterest Content

Goal: Turn your existing content into 5 Pinterest pins that send traffic back to you.

Pinterest works like a visual search engine — pins keep sending traffic months after you post them. And you don't need new content: every article, video, and checklist you've made can become a pin.

Why this matters: Pinterest users arrive with intent: they're actively looking for ideas, solutions, and things to try. That makes it one of the highest-quality free traffic sources for beginners. And since every pin can link straight to your content, you're turning work you've already done into a long-lasting traffic stream.

Action steps:

1. Create a free Pinterest business account (or convert your personal one) and add your landing page link to your profile.
2. Make 5 simple pin images in a free design tool (vertical 1000×1500px): a bold title from your content, 1–2 lines of supporting text, your brand name. Keep them readable at thumbnail size.
3. Link each pin to your blog article, your YouTube video, or your landing page — wherever helps the viewer most.
4. Write each pin title with words people actually search ("how to ___ for beginners"), add 2–3 relevant hashtags, and publish all 5 today.

Done when: ☐ 5 pins are published, each linked back to my content or landing page.

DAY 23

Create SEO Content

Goal: Make your website findable on Google with one optimized piece of content.

SEO (search engine optimization) just means writing content the way people search for it. You won't rank on day one, but every optimized piece you publish is a lottery ticket that stays valid for years.

Why this matters: Search traffic is the most patient kind of marketing. You won't see results this week, but the article you optimize today can still be bringing you subscribers a year from now — with zero additional effort. Think of SEO as building equity instead of renting attention.

Action steps:

1. Think of the exact phrase your customer would type into Google about their problem (Day 4's exact phrases are your raw material).
2. Write or update one page/article targeting that phrase: put it in the title, in the first paragraph, in one subheading, and 2–3 times naturally in the body.
3. Add an honest meta description (the 150-character summary search engines show) — describe what's on the page, no clickbait.
4. Link that page to your landing page with your CTA, and link your landing page back where it makes sense.

Done when: ☐ One page on my site is written around one real search phrase, with a working path to my landing page.

DAY 24

Repurpose Content

Goal: Turn ONE piece of content into FIVE, and fill a week of posting in an hour.

You don't need new ideas every day — you need new formats for your best ideas. Your Day 21 YouTube video alone can become a blog article, 3 short clips, a checklist PDF, and a week's worth of social posts.

Why this matters: Beginners burn out because they believe every post needs a brand-new idea. Professionals know better: one strong idea, expressed five ways, reaches five times the people with a fraction of the effort. Repurposing isn't lazy — it's how small creators compete with big ones.

Action steps:

1. Pick your best-performing or most helpful piece of content so far (most views, most replies, or your own favorite).
2. Break it into pieces: the transcript becomes a blog article; the 3 best tips become 3 short videos or quote images; the steps become a checklist.
3. Create the pieces today — rough and real beats polished and pending.
4. Schedule or post them across your platforms over the next 7 days, each with your CTA attached.

Done when: ☐ One piece of content has become at least 4 new pieces, scheduled across my platforms.

DAY 25

Analyze Traffic

Goal: Look at your numbers for the first time and find out what's actually working.

Most beginners avoid their analytics because the numbers feel small. Small numbers are fine — they're data, not a verdict. Today you're a detective, not a judge.

Why this matters: You can't improve what you don't measure, and you can't measure what you don't look at. Today's numbers are your baseline — not a judgment. The creators who win aren't the ones with the best first month; they're the ones who looked at the data and adjusted while everyone else guessed.

Action steps:

1. Open the stats in your platform (contacts, page views, email opens) and on each content platform (views, clicks, profile visits). Write the numbers down — every single one, even the zeros.
2. Find your best performer: which piece of content sent the most people to your landing page? Which email got the most replies?
3. Find your weakest link: where do people drop off? (Lots of page views but few signups = landing page problem. Signups but no replies = email problem.)
4. Write one sentence: "My best channel is _____. My weakest link is _____." That's your improvement plan for Day 26.

Done when: ☐ I have written down all my numbers and identified my best channel and weakest link.

DAY 26

Improve Conversion

Goal: Fix your ONE weakest link from yesterday with a single focused change.

Conversion just means the percentage of people who take the next step: visitors who subscribe, subscribers who click, clickers who buy. You improve it by testing one change at a time, not by redesigning everything.

Why this matters: Beginners try to fix everything at once and learn nothing. Changing one thing at a time is slower to start and faster to finish, because you actually learn what works. Small, measured improvements compound: a 10% better headline plus a 10% better offer eventually doubles your results.

Action steps:

1. Pick your weakest link from Day 25 and choose ONE fix: weak headline → rewrite it using your audience's exact words; few signups → strengthen your offer bullets; low email opens → rewrite your subject lines to be clearer; no clicks → make your CTA more specific.
2. Make the change. Only the one change — so you know what worked.
3. Run it for at least 7 days before judging the result. Write today's numbers next to the change so you can compare.
4. Put a calendar reminder to review the results in one week.

Done when: ☐ I made one specific change to my weakest link and scheduled a review in 7 days.

DAY 27

Build an Email List

Goal: Set a simple, sustainable weekly rhythm for growing your list — and follow it.

Your email list is the only audience you truly own. Social platforms can change their rules overnight; your list is yours. Growth comes from a boring, repeatable system: publish helpful content, point it at your landing page, repeat.

Why this matters: Hope is not a growth strategy. A written rhythm — how much you'll publish, where it points, and what you'll test — turns list-building from something you mean to do into something that happens. The list you build this way becomes the most valuable asset you'll own.

Action steps:

1. Set a weekly content target you can actually keep: for example, 2 social posts + 1 short video + 1 article or long video per week. Smaller and sustainable beats bigger and abandoned.
2. Write down your "list math": how many visitors does your landing page get per week, and what percentage subscribe? (Even rough numbers work.)
3. Set one growth experiment for the next month: a new traffic source, a guest post, answering questions in a community, or collaborating with someone in a nearby niche.
4. Put your content schedule on your calendar as recurring events. Protect those time blocks like appointments.

Done when: ☐ I have a written weekly content rhythm and one growth experiment chosen, both on my calendar.

DAY 28

Create Another Lead Magnet

Goal: Create a SECOND free gift aimed at a different problem — or the same problem in a different format.

Your first lead magnet catches one kind of person. A second one catches the people the first missed: some prefer checklists over guides, videos over reading, templates over advice. More doors into your list means a faster-growing list.

Why this matters: Your first lead magnet was a guess about what your audience wants. Now you have data: real replies, real questions, real gaps. A second free gift built on that evidence will convert better than the first — and it gives your existing subscribers a reason to stay engaged.

Action steps:

1. Look at the questions and replies your emails have gotten (Day 11). Pick the most-asked question your first lead magnet doesn't answer.
2. Choose a different format from your first lead magnet: if the first was a guide, make a checklist or template; if the first was written, record a short video.
3. Create it today using the same "short, specific, quick win" rules from Day 9.
4. Add it to your landing page as a second option, or create a second landing page — and mention it in your next email to your list.

Done when: ☐ My second lead magnet is finished and available to new (and existing) subscribers.

DAY 29

Automate Repetitive Tasks

Goal: Find the 2-3 tasks you repeat most and automate or template them.

By now you're doing the same things every week: posting content, sending emails, sharing links. Every repeated task is a candidate for automation — and automation is what turns a busy hobby into a real business.

Why this matters: Every hour you spend on repetitive busywork is an hour not spent creating or connecting. Automation doesn't replace the human parts of your business — it protects them, by clearing away the mechanical tasks that eat your week. Automate the repeatable so you can focus on the remarkable.

Action steps:

1. List everything you did more than twice this month (posting, emailing, sharing, reporting numbers).
2. For each task, choose one: automate it (your platform's workflows, email sequences, scheduled posts), template it (a reusable outline for articles, videos, or emails), or batch it (do a month of pins in one sitting).
3. Set up at least one automation today: schedule your next 2 weeks of social posts, or extend your email sequence, or create a template for your weekly content.
4. Write down what you automated and the time it saves you each week. That's your ROI.

Done when: ☐ I automated or templated at least 2 repeated tasks and wrote down the time saved.

DAY 30

Create Your Next 90-Day Plan

Goal: Turn 30 days of momentum into a 90-day plan with 3 goals, so you don't drift.

Most people quit after the first month because there's no plan for the second. Today you write one. Keep it to three goals — one for traffic, one for your list, one for revenue — with one metric each.

Why this matters: Momentum without direction fades. A written 90-day plan turns the habits you built this month into a trajectory — with numbers to hit and a date to review them. This is the day you stop being someone who 'tried a 30-day challenge' and start being someone who runs a business.

Action steps:

1. Review your Day 1-29 "done when" checkboxes. Count how many you completed — that's your baseline, and finishing most of them is a genuine achievement.
2. Write 3 goals for the next 90 days, each with a number: e.g., "publish 24 pieces of content," "grow my list to 200 subscribers," "earn my first \$100 in revenue."
3. Break each goal into monthly milestones (what does month 1, 2, and 3 look like?).
4. Schedule a 30-minute review on your calendar for 30 days from now to check progress and adjust.

Done when: ☐ My 90-day plan is written with 3 numbered goals, monthly milestones, and a review date on my calendar.

Your 30 Days at a Glance

Print this page and check off each day as you finish it. Seeing the row of checks grow is half the motivation.

Week 1 — Foundation: ☐ Day 1: business model chosen · ☐ Day 2: niche chosen · ☐ Day 3: customer sketch written · ☐ Day 4: problem confirmed · ☐ Day 5: offer written · ☐ Day 6: platform account created · ☐ Day 7: website published

Week 2 — Capture: ☐ Day 8: landing page published · ☐ Day 9: lead magnet

finished · ☐ Day 10: email collection tested · ☐ Day 11: first email live · ☐ Day 12: welcome sequence automated · ☐ Day 13: first content published · ☐ Day 14: first short video posted

Week 3 — Visibility: ☐ Day 15: blog article published · ☐ Day 16: social profile active · ☐ Day 17: funnel connected · ☐ Day 18: CTA placed everywhere · ☐ Day 19: free offer upgraded · ☐ Day 20: affiliate program joined · ☐ Day 21: YouTube video live · ☐ Day 22: 5 Pinterest pins published

Week 4 — Growth: ☐ Day 23: SEO content published · ☐ Day 24: content repurposed x4 · ☐ Day 25: numbers analyzed · ☐ Day 26: weakest link fixed · ☐ Day 27: weekly rhythm scheduled · ☐ Day 28: second lead magnet done · ☐ Day 29: tasks automated · ☐ Day 30: 90-day plan written

Score: ___ / 30. Anything above 24 is an excellent month. Anything below 20 just means you know exactly where to pick back up.

After Day 30: What Comes Next

You did something most people never do: you finished. You now have a business model, a niche, an audience you understand, an offer, a website, a landing page, free gifts, an email list, published content, a funnel, traffic data, and a 90-day plan. Read that list again. Thirty days ago, you had none of it.

Here's what the next phase looks like:

- 1. Keep the rhythm.** Your weekly content schedule (Day 27) is now the engine. Protect it.
- 2. Improve one thing at a time.** Your monthly review (Day 30) is where growth compounds. Fix the weakest link, then the next one.
- 3. Deepen one relationship at a time.** Reply to every email reply. One loyal reader who trusts you is worth a hundred silent subscribers.
- 4. Add revenue carefully.** When your list is growing steadily, consider a second affiliate product or your first small digital product. Don't rush this — trust first, offers second.

The tool that runs all of this

Everything in this blueprint — the website, the landing pages, the lead magnets, the email sequences, the funnels, the blog — can be run from a single platform instead of a stack of separate subscriptions. The tool used as the reference throughout these 30 days is **Systeme.io**, which calls itself "the only tool you need to launch your online business."

Its free plan costs \$0 forever with no credit card required, and includes 2,000 contacts, 3 sales funnels, 1 online course, 1 blog, 1 custom domain, unlimited emails, and unlimited file storage. If you outgrow the free plan, paid plans start at \$17/month (Startup), with Webinar at \$47/month and Unlimited at \$97/month — annual billing gives 2 months free, and all plans include 0% transaction fees and 24/7 email support.

If you want to implement this blueprint on the same platform it was written around, you can start free here:

→ **Start free with Systeme.io**

Disclosure: some links on this page are affiliate links. If you sign up through them I may earn a commission at no extra cost to you.

One last thing: the blueprint worked because you did the work. The next 90 days work the same way — one simple step at a time.

— The Simple Launch