

The No-Fluff Business Starter Kit



How to Go From 'Idea in Your Notes App' to 'First Offer in Motion' — Without a Website, Logo, or Business Plan

Let's Get Real for a Sec

You don't need a 30-page business plan, a \$2,000 website, or perfect branding to start your business. **You just need clarity, a scrappy mindset, and one solid first step.**

This kit gives you all three – fast.

Idea Quick Sorter

What's your idea? Circle what sounds most like you:

Physical Product

I want to sell something I make

Service or Coaching

I want to sell my skills, advice, or support

Digital Product

I want to sell templates, downloads, or mini-courses

Combo or Unsure

I have a combo idea — or no clue (totally fine!)

This helps you decide what kind of simple offer to build first.

Offer Clarity Cheatsheet

Pick one of these simple first-offer formats:



1:1 Power Hour — **\$47–\$97**

"A 30-minute strategy call to help [your niche] go from [problem] to [quick win]."



Digital Download — **\$10–\$50**

"A plug-and-play [template, planner, guide] to help [your person] with [specific task]."



Starter Kit — **\$25–\$75**

"A mini bundle with everything someone needs to [achieve result] — fast."

The "Don't Need That Yet" List

What You DON'T Need

- Full website
- Logo
- LLC
- Social media strategy
- Brand photos
- Perfect funnel

What You DO Need

- A simple offer
- A payment link
- A way to deliver it
- One place to show up and talk about it

3 Ways to Make Your First \$100



Keep it simple. The goal is traction, not perfection.

Your First \$100 Roadmap



Option 1

Sell a \$25 download to 4 people

Option 2

Offer a \$50 power session to 2 people

Option 3

Sell a \$12 product to 9 people

Ready to Go Deeper?

You're officially out of excuses 😊. If this starter kit got your wheels turning, you'll love the full **BASIC AF** course.



What's Inside BASIC AF



Step-by-step training

Clear, actionable lessons that walk you through every stage



No-fluff worksheets

Practical tools to help you make decisions and take action



Get paid while you build

Start earning before everything is "perfect"

Your Next Step

👉 Join the waitlist or sign up here: Basic AF [click here](#)

