

# 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



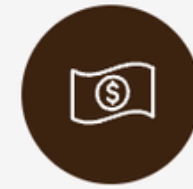
## Step-by-step training

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](#)

