

A 7-DAY QUICK-START GUIDE

Unfreeze

7 Days From "Meaning to Start" to Actually Starting Your Online Business

A quick-start for working moms who are ready to move, not just plan to move.

Hi, I'm Miroslava. Physician. Mother of three, including twins. I spent 18 months "getting ready" to start my online business before I did anything at all.

This guide is the seven small actions that finally got me unstuck: 20 to 30 minutes a day, no grinding, no 5am wake-up calls. Seven AI shortcuts included — one for each day, ready to copy into ChatGPT or Claude.

By Day 7 you'll have a new bio, a chosen niche and business model, a mapped first 30 days, and one action scheduled for Day 8.

By Miroslava Tasheva, MD

PHYSICIAN · MOTHER OF 3 · BUILDING INCOME ONLINE WITHOUT LEAVING MEDICINE

BEFORE YOU BEGIN

Read this first.

I'm Miroslava. I'm a physician and mother of three, including twins. I spent 1.5 years "getting ready" to start my online business.

I read every guide. Bought every course. Followed every working mom who'd figured it out. And I posted nothing, for eighteen months.

What changed wasn't more information. It was a moment, at 5:47am, before the kids woke up, when I asked an AI tool to help me write my first post. It took twelve minutes.

That moment is what this guide gives you.

Seven small actions over seven days, ending with three things written down: your new Instagram bio, one chosen business model with one reason why, and one specific action scheduled for Day 8.

WHAT THIS IS NOT

NOT THIS

"Just start posting, consistency is everything." You don't have a consistency problem. You have a where-to-start problem.

NOT THIS

"Make \$10K in 30 days with this AI hack." Nothing here promises income.

NOT THIS

"Wake up at 5am and grind." Each day is 20 to 30 minutes. That's it.

THE HONEST VERSION

This guide will NOT:

- ✗ Build a finished business in seven days
- ✗ Guarantee income
- ✗ Replace real experience or expertise

This guide WILL:

- ✓ Give you clarity on who you'd help and how
- ✓ Build real momentum, one small action at a time
- ✓ Get you unstuck enough to actually begin

Read this once. Then close it. Then open Day 1 tomorrow.

Talk soon,
Miroslava

HOW TO USE THIS GUIDE

The only rule.

One page a day. 20 to 30 minutes per action. Check the box. Close the guide. Don't read ahead. Reading ahead is what got you stuck. We're not doing that.

If you miss a day, pick it up the next day. Don't restart. Don't punish yourself.

YOUR SEVEN DAYS AT A GLANCE

- ☐ Day 0 — Set up (5 min)
- ☐ Day 1 — Picture it (20 min)
- ☐ Day 2 — Inventory (25 min)
- ☐ Day 3 — Who you'd help + pick your model (30 min)
- ☐ Day 4 — Find your voice (25 min)
- ☐ Day 5 — Write your bio (20 min)
- ☐ Day 6 — Define your first move (25 min)
- ☐ Day 7 — Commit (20 min)

Check a box after each day. Watching the row fill in is the point.

DAY 0 · PREP · 5 MINUTES

Before you begin, take five minutes to set yourself up:

- 1** — Open your Notes app, or a fresh notebook. Create a new note titled "Unfreeze · My 7 Days."
- 2** — Pin or favorite it so you'll see it.
- 3** — Set a calendar reminder for tomorrow, at your 30-minute quiet time.
- 4** — Tell one person: "I'm starting a 7-day plan tomorrow. Ask me on Day 8 how it went."

External accountability is the cheapest behavior hack on Earth.

DAY 0 CHECKLIST

- ☐ Notes file open and named
- ☐ Calendar reminder set
- ☐ One person told

Picture it.

Open your Notes file. Write three lines finishing this sentence:

FILL IN

"If I was earning \$_____ a month from online income, this is what my Tuesday would look like..."

Pick a number: \$500, \$2,000, \$10,000. The amount matters less than the picture.

Write three concrete lines: what time you wake up, where the money goes, what you say no to, what you say yes to.

EXAMPLE, DON'T COPY

"If I was earning \$2,000/month: I'd let the school morning go slower. I'd say no to one work shift draining me. I'd put \$2,000 toward our emergency fund."

IF YOU'RE NOT IN HEALTHCARE

"If I was earning \$800/month: I'd stop dreading the school-supply run every August. I'd say yes to the field trip without checking my bank app first." — the kind of line a teacher might write. Yours will sound like you.

You can't move toward something you can't see. The picture is the fuel.

AI SHORTCUT

Stuck picturing the number? Paste into ChatGPT or Claude: "I'm a working mom deciding on a monthly income goal for a side business. Ask me 5 quick questions about my expenses, stress points, and what I'd want more of. Then suggest 3 realistic monthly targets, each with one sentence on what it would change in my life."

DAY 1 CHECKLIST

- ☐ Picked a monthly income number
- ☐ Wrote three specific Tuesday lines
- ☐ Saved the note
- ☐ Closed the guide

Inventory.

You're not starting from zero. That's the lie that keeps everyone frozen.

In your Notes file, write five lines with your real answers:

1. **AI tools** — AI / digital tools I use weekly: _____
2. **Skills** — Skills people ask me about, even casually: _____
3. **Followers** — My current Instagram follower count: _____
4. **Format** — Content format I prefer, writing / short video / carousels: _____
5. **Names** — People who'd read what I send today: _____

For #5: write at least three names. They don't have to be future customers. They're proof you have an audience of one.

Most people start over every six months because they forget what they already built.

AI SHORTCUT

Not sure what skills people ask you about? Paste into ChatGPT or Claude: "Here are 10 things I do in a typical week: [list them]. Based on this, name 5 skills or strengths other people might not realize I have. Be specific, not generic."

DAY 2 CHECKLIST

- ☐ Listed AI tools
- ☐ Listed skills people ask about
- ☐ Wrote follower count
- ☐ Picked content format
- ☐ Wrote 3 names

Who you'd help. Then, pick your model.

BEFORE YOU CHOOSE · 5-10 MINUTES

You can't pick a business model in a vacuum. Answer these in your Notes file — one phrase each, don't overthink:

- 1 — People already ask me about: _____
- 2 — A problem I actually enjoy solving: _____
- 3 — A version of me from a few years ago I'd understand instantly: _____
- 4 — Skills I use without thinking about it: _____
- 5 — I could talk about _____ for years without getting bored.

WRITE IN NOTES

"The person I'd help: _____" (one phrase — "new nurses," "overwhelmed teachers," "moms starting over," "burned-out office managers.")

Now you have a who. Everything below is just a how.

Four real ways working moms make online income. Pick one.

Affiliate income

Recommend products you use. Earn commission, 5 to 100%. No customer service.

Best if: you're early, audience small, strong taste.

Service

Trade time for money online: copywriting, VA work, social media management, tutoring.

Best if: you need income soon.

Digital product

Sell something you create once: guide, workshop, template, course. \$7 to \$97 entry.

Best if: you can teach something specific.

Coaching / consulting

Help one person at a time, \$100 to \$500+ per session.

Best if: you have credentials or strong results.

Pick, and don't agonize.

QUICK MATRIX

- IF** you need income quickly → **THEN** Service
- IF** you enjoy teaching → **THEN** Digital Product
- IF** you don't have an audience yet → **THEN** Affiliate Marketing
- IF** you already have expertise people trust → **THEN** Coaching / Consulting

WRITE IN NOTES

"My business model: _____. I'm picking this because: _____" (one sentence)

Don't agonize. You can change later.

AI SHORTCUT

Torn between two models? Paste into ChatGPT or Claude: "I'm choosing between [MODEL A] and [MODEL B] for a part-time online business. My weekly time budget is [X] hours, I want to help [WHO from above], and my biggest hesitation is [FEAR]. Which model fits better right now, and why — 3 sentences."

DAY 3 CHECKLIST

- ☐ Answered the 5 "who you'd help" prompts
- ☐ Picked one model
- ☐ Wrote one sentence why
- ☐ Closed the guide

Find your voice.

Your bio is one sentence with this structure:

THE STRUCTURE

"I help [WHO] do [WHAT] without [WHAT THEY HATE]."

EXAMPLES, NOTICE THE PATTERN

"I help working moms build online income without burning out."

"I help busy women learn AI without becoming a tech bro."

"I help nurses transition online without leaving healthcare."

"I help office managers automate the busywork without learning to code."

The "without" line is what makes someone follow you instead of someone else.

WRITE THREE VERSIONS

1. I help ____ do ____ without ____.

2. I help ____ do ____ without ____.

3. I help ____ do ____ without ____.

Read all three aloud. The one that makes you slightly cringe but feel seen is your bio.

AI SHORTCUT

Blank on the "without" line? Paste into ChatGPT or Claude: "I help [WHO] do [WHAT]. Give me 5 versions of the phrase 'without ___' that would make this exact person feel understood, not generic."

DAY 4 CHECKLIST

- ☐ Wrote 3 versions
- ☐ Read all aloud

Write your bio.

Combine Day 3 (your model) and Day 4 (your "I help" sentence) into a 150-character Instagram bio.

Line 1 — "I help [WHO] do [WHAT] without [WHAT THEY HATE]."

Line 2 — Credential or context. Two to four words.

Line 3 — Specific next-step call to action.

EXAMPLE BIOS

"I help nurses build digital products without leaving the floor. / RN, mother of 2. / Free guide below"

"I help working moms find AI tools that actually save time. / Doctor. Mom of 3. / Get the 5 I use weekly below"

"I help stay-at-home moms turn one skill into \$500/month, no experience needed. / Mom of 2, self-taught. / See my first step below"

Test in Instagram, don't save yet, to check the 150-character limit. Read it aloud. Sound like you, or like someone trying to sound smart? If trying, rewrite shorter. Save the final version. Don't publish yet.

AI SHORTCUT

Bio feels clunky? Paste into ChatGPT or Claude: "Rewrite this Instagram bio to be under 150 characters, warm but confident, no jargon: [PASTE YOUR BIO]. Give me 3 versions."

DAY 5 CHECKLIST

- ☐ Combined Day 3 + Day 4
- ☐ Fits 150 characters
- ☐ Read aloud and adjusted
- ☐ Saved final version

Define your first move.

Tomorrow you commit. The day after, you do something. That "something" is one thing, 30 minutes max, achievable on Day 8.

WRITE IN NOTES

"On [DATE OF DAY 8] at [TIME], I will spend 30 minutes doing [EXACT ACTION]."

GOOD FIRST MOVES

"Tuesday May 5 at 9pm: write one Instagram caption about why I chose this model, post it before bed."

"Wednesday May 6 at 6am: update bio with new version, send a message to 2 people."

"Sunday May 10 at 8am: sign up for one tool I've been avoiding, use it for one task."

"Saturday June 1 at 7am: message 2 people from Day 2's list and ask what they're struggling with right now."

BAD EXAMPLES, DON'T USE

"Sometime next week I'll work on my bio."

"I'll post something." / "I'll think about what to do."

Make it small. Done is the only metric on Day 8.

AI SHORTCUT

Overthinking the action? Paste into ChatGPT or Claude: "I have 30 minutes and want one small, real step toward my online business. My model is [MODEL] and my audience is [WHO]. Give me 3 tiny, specific actions I could finish in 30 minutes, ranked easiest to hardest."

DAY 6 CHECKLIST

- ☐ Wrote date, time, and exact action
- ☐ Confirmed 30 minutes or less
- ☐ Added to calendar

Commit.

FIRST, A QUICK RESET · 5 MINUTES

Before you publish anything, answer three questions in your Notes file:

- 1 — I'm avoiding starting because: _____
- 2 — The worst realistic outcome is: _____ (not the catastrophic one — the realistic one)
- 3 — If that happened, here's how I'd recover: _____

Most fears don't survive being written down next to a recovery plan.

Read these three things aloud, one at a time:

- 1 — Your Instagram bio. From Day 5.
- 2 — Your business model + sentence why. From Day 3.
- 3 — Your Day 8 action with date and time. From Day 6.

If you got here with all three, you did what most people never do. You moved.

Now: publish your new bio. Right now. Open Instagram. Paste. Save.

The bio change is the smallest reversible public action you can take. Today, you take it.

You unfroze.

You didn't need a bigger plan. You needed a smaller one, done seven times.

That's the whole shift — from someone who researches to someone who moves. Consistency over extremes. Progress over perfect. The version of you who published today is the version who keeps going tomorrow.

One more nudge, then close the guide.

AI SHORTCUT

Nervous about hitting publish? Paste into ChatGPT or Claude: "I'm about to publish something small and public for the first time in a while. Write me 3 sentences of grounded, non-cheesy encouragement — no hype, just realistic perspective."

DAY 7 CHECKLIST

- ☐ Answered the 3 reset questions
- ☐ Read 3 deliverables aloud
- ☐ Published new Instagram bio
- ☐ Day 8 action scheduled

BEFORE YOU KEEP GOING

Don't waste your first month on...

- ✗ A logo
- ✗ A website
- ✗ Business cards
- ✗ Buying another course
- ✗ "Perfect" branding
- ✗ Endless Canva templates

None of these have ever made anyone money. Action beats preparation, every time. If you're tempted, that's usually fear wearing a productivity costume.

Your next 30 days.

You don't need a master plan. You need four small weeks.

Week 1 — Show up

- Keep your new bio live (Day 7)
- Post once about why you started
- Message the 3 people from Day 2

Week 2 — Test your voice

- Complete your Day 8 action
- Post twice more, same topic, different angle
- Notice what gets a reply, not just a like

Week 3 — Offer something small

- Mention your model once, casually, no pressure
- Have one real conversation about it
- Adjust your bio if it's not landing

Week 4 — Look back

- Reread your Day 1 vision
- Write one line: what moved, what didn't
- Pick one thing to repeat in month 2

Four weeks. A few minutes a day. That's the whole system.

WHAT'S NEXT

One more thing, if you want it.

If you want a platform that maps the next steps for you, the one I'm using is OfferLab. And the part I want to tell you about today is the free side.

Registering and using OfferLab is completely free. No card. No trial. You sign up, you log in, you start exploring.

Take fifteen minutes to look around. That's the whole assignment.

Ready for the next step?

[CLICK HERE TO SIGN UP FREE →](#)

Either way, reply to my emails. Tell me what worked. I read everything.

With warmth,

Miroslava Tasheva, MD

Physician · Mother of 3 · Building income online without leaving medicine

#AntiHustleWealth · #ConsistencyOverExtremes