



The BOSS First \$100 Blueprint

A simple step-by-step action plan to map your fastest path to your first \$100 online.

Before you chase \$10,000 — prove the first \$100. Your first \$100 matters because it proves that someone is willing to pay, that your offer works, and that you can turn your skills into real money. Use this blueprint to map the simplest and fastest path to getting there.

PART 1: DEFINE YOUR FIRST OFFER

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What Are You Selling?

Your first offer does not need to be perfect. It needs to be clear and simple enough to explain in one sentence. Pick ONE thing based on your skills, knowledge, or experience.

My first offer is:

The format of my offer is (service, digital product, coaching, template, other):

Why this offer makes sense for me right now:

2

Who Is This Offer For?

Stop trying to sell to everyone. The clearer you are about your buyer the easier it is to sell.

My offer is for:

They are currently struggling with:

What they want instead:

3

What Problem Does It Solve?

People buy because they want a problem fixed. Be specific about what your offer helps with.

The main problem my offer solves is:

The result or relief the buyer gets:

My offer in one sentence (I help ____ do ____ without ____):

PART 2: SET YOUR PRICE

For your first \$100 keep your price simple. Here are the most common paths:

PATH	PRICE RANGE	SALES NEEDED FOR \$100
Service or consultation	\$25 - \$50	2 to 4 buyers
Low-ticket digital product	\$10 - \$27	4 to 10 buyers
Coaching or strategy call	\$47 - \$97	1 to 2 buyers
Template or resource pack	\$7 - \$17	6 to 15 buyers

My price for this offer is:

Number of sales I need to reach \$100:

PART 3: CHOOSE WHERE YOU WILL SELL IT

Pick ONE platform to focus on. Do not try to be everywhere at once.

- **Facebook Group or Profile** — Best for warm audiences who already know and trust you.
- **Instagram** — Best for visual content and building brand awareness.
- **Email List** — Best for direct selling to people who already opted in.
- **Etsy or Shopify** — Best for digital products and physical items.
- **Systeme.io Sales Page** — Best for a direct link you can share anywhere.

My chosen platform is:

PART 4: YOUR 7-DAY FIRST \$100 ACTION SPRINT

Fill in each day below. Keep each action simple and focused on moving toward the sale.

DAY	FOCUS	MY ACTION FOR THIS DAY
DAY 1	Finalize your offer and write your offer statement.	
DAY 2	Create one piece of content about the problem your offer solves.	
DAY 3	Post your offer with a clear CTA — tell people what to do next.	
DAY 4	Follow up with a trust-building post — share a tip, story, or result.	
DAY 5	Post a direct offer mention with your link or booking info.	
DAY 6	Reach out directly to 3 to 5 people who may need this offer.	
DAY 7	Review what got the best response — repeat what worked.	

PART 5: TRACK YOUR NUMBERS THIS WEEK

You cannot improve what you do not measure. Track these simple numbers every day.

METRIC	MON	TUE	WED	THU	FRI	SAT	SUN
Posts published							
Comments received							
DMs or inquiries							
Link clicks							
Sales made							
Revenue earned							

PART 6: END OF WEEK REVIEW

Answer these questions at the end of your 7-day sprint.

What content got the best response this week?

What offer mention got the most attention or clicks?

How many sales or inquiries did I get?

What do I need to improve next week?

What am I going to repeat because it worked?

My one main focus for next week is:

Your first \$100 is proof of concept. It proves someone will pay. It proves your offer works. It proves you can do this. Stop waiting for perfect. Start moving toward paid.

Want the full step-by-step system to build your offer and get moving?

The BOSS Clarity-To-Cash System gives you a guided mini-course, workbook, AI prompt pack, content-to-cash map, and a full action plan — all for just \$27. Turn confusion into clarity, your ideas into offers, and your content into income.

I Am BOSS Crafts | Turn confusion into clarity, your ideas into offers, and your content into income.