

STEP-BY-STEP GUIDE

30 Day CHALLENGE

TO BUILD & SELL YOUR

FIRST MINI COURSE

TURN YOUR EXPERTISE INTO IMPACT & INCOME

HOW TO USE THIS GUIDE

This guide is your 30-day roadmap to help you start your own mini course business step by step, even if you have very little time.



Take a 30-45 minutes each day to complete the tasks.



Work at your own pace, but stay consistent. Small steps lead to big results.



Use a notebook to write down your ideas, insights and action steps.



You don't have to do this alone. Get support in the community!

30-Day Challenge - Start here

This interactive guide will help you discover your strengths, build your personal brand, and launch your first mini course in 30 days, so you can start your online business with clarity and confidence.

01

DAY 1: DISCOVER WHY YOU WANT TO START AN ONLINE BUSINESS

Reflect on why you want to start an online business and what kind of freedom, lifestyle, and future you want to create for yourself and your family.

02

DAY 2: IDENTIFY YOUR TALENTS, SKILLS & EXPERIENCES

Think about your talents, strengths, skills, and life experiences and ask yourself what comes naturally to you and how it could help or inspire other people.

03

DAY 3: DISCOVER THE TOPICS THAT EXCITE YOU

Write down the topics, hobbies, passions, and activities you genuinely enjoy and think about what you could talk, teach, or create content about for hours.

04

DAY 4: UNDERSTAND WHAT PEOPLE NEED HELP WITH

Reflect on the struggles, problems, and questions people around you often have and identify what they usually ask you for help, advice, or support with.

05

DAY 5: BRAINSTORM MINI COURSE IDEAS WITH AI

Use AI tools like ChatGPT to brainstorm mini course ideas based on your strengths, experiences, passions, and interests and write down the ideas that feel exciting and aligned.

30-Day Challenge

Day 6-10

06

DAY 6: CHOOSE YOUR FIRST 2 COURSE TOPICS

Review all your brainstormed ideas and choose the two mini course topics that feel the most exciting, aligned, and realistic for you to start with.

07

DAY 7: CREATE YOUR FIRST COURSE OUTLINE

Brainstorm simple lesson ideas, modules, and content topics to create your first mini course structure and prepare for the next step.

08

DAY 8: DEFINE THE GOAL OF YOUR MINI COURSE

Think about the transformation your mini course should give and define what your students should learn or achieve after completing it.

09

DAY 9: CREATE YOUR COURSE STRUCTURE WITH AI

Use ChatGPT to organize your mini course into simple modules and lessons and create a clear structure for your digital product.

10

DAY 10: WRITE YOUR LESSON IDEAS WITH AI

Use AI prompts to brainstorm lesson ideas, teaching points, exercises, and simple explanations for your mini course content.

30-Day Challenge

Day 11-15

11

DAY 11: CREATE YOUR COURSE MATERIALS

Start designing your workbook, PDF, Canva slides, or lesson materials and organize your content in a simple and beginner-friendly way.

12

DAY 12: RECORD YOUR FIRST COURSE VIDEOS

Record your first mini course videos using your phone, Canva presentation, or screen recording and focus on progress instead of perfection.

13

DAY 13: ORGANIZE & UPLOAD YOUR MINI COURSE

Upload your videos, PDFs, and lesson materials into your course platform and organize everything in a clean and simple way for your students.

14

DAY 14: FINALIZE YOUR FIRST MINI COURSE

Review your mini course, make final improvements, and celebrate the fact that you created your first digital product.

15

DAY 15: CREATE YOUR INSTAGRAM PROFILE & BIO

Set up or optimize your Instagram profile and bio so people can clearly understand who you are, what you help with, and what your mini course is about.

30-Day Challenge

Day 16-20

16

DAY 16: DEFINE YOUR PERSONAL BRAND & MESSAGE

Think about your story, message, values, and the type of audience you want to attract through your content and online presence.

17

DAY 17: BRAINSTORM CONTENT IDEAS FOR YOUR AUDIENCE

Create a list of content ideas that educate, inspire, entertain, or help your audience while connecting to your mini course topic.

18

DAY 18: START SHARING YOUR JOURNEY ONLINE

Begin sharing your journey, lessons, progress, and behind-the-scenes moments online to build trust and connect with your audience authentically.

19

DAY 19: CREATE YOUR FIRST VALUE CONTENT

Create your first Reels, posts, or Stories that provide value, solve small problems, or inspire your audience with your knowledge and experiences.

20

DAY 20: BUILD REAL CONNECTIONS WITH YOUR AUDIENCE

Spend time replying to comments, answering DMs, interacting with people, and building genuine relationships with your online community.

30-Day Challenge

Day 21-25

21

DAY 21: BUILD CONSISTENCY & CONFIDENCE ONLINE

Focus on showing up consistently, sharing your message confidently, and becoming more visible online without waiting for perfection.

22

DAY 22: PREPARE YOUR FIRST OFFER

Decide what exactly you want to offer, who it is for, and what transformation or result your mini course will help people achieve.

23

DAY 23: DEFINE YOUR COURSE PRICE & OFFER

Choose a simple beginner-friendly price for your mini course and think about what bonuses, support, or extras you want to include.

24

DAY 24: CREATE A SIMPLE SALES PAGE

Create a simple sales page, Canva presentation, or checkout page where people can clearly understand your offer and join your mini course.

25

DAY 25: CREATE YOUR FIRST LAUNCH CONTENT

Plan and create launch content for Instagram such as Reels, Stories, posts, or behind-the-scenes content to introduce your mini course.

30-Day Challenge

Day 26-30

26

DAY 26: START TALKING ABOUT YOUR OFFER ONLINE

Begin sharing your mini course online, talk about the transformation it gives, and invite people into your world through your content and Stories.

27

DAY 27: LEARN SIMPLE SALES & DM STRATEGIES

Practice simple ways to communicate with your audience, answer questions in DMs, and confidently talk about your offer without feeling salesy.

28

DAY 28: SET UP YOUR FIRST SIMPLE AUTOMATION

Explore beginner-friendly automation tools like ManyChat and set up a simple welcome message, freebie delivery, or DM automation.

29

DAY 29: CREATE A SIMPLE LEAD & SALES FLOW

Create a simple customer journey from Instagram content to freebie, mini course offer, and automated follow-up process.

30

DAY 30: CELEBRATE YOUR FIRST DIGITAL BUSINESS JOURNEY

Reflect on everything you created during the last 30 days, celebrate your progress, and prepare for the next level of your online business journey.

YOU CAN DO THIS!

These 30 days are just the beginning of your journey. Keep going, believe in yourself, and enjoy the process. You can create so much for yourself and your future!



NEED MORE SUPPORT?

Get my starter course:

FIND YOUR
Mini Course
IDEA

Inside this course, I help you:

- discover your strengths
- define your niche
- find your first mini course idea
- start your online business journey with clarity

Early Access Price - Only \$10 >>



I'm excited for your journey ♡

Mathuraa

