



BUSINESS E-BOOK

BUSINESS SET-UP FOR ADHD ENTREPRENEURS

A SIMPLE 10-STEP ROADMAP TO
BUILD YOUR ADHD BUSINESS



INTRODUCTION

Welcome to your ADHD-friendly business set-up.

Who This Guide is For

This guide is designed to help ADHD entrepreneurs like you build a solid foundation for an ADHD-friendly business, without overwhelm, pressure, or perfectionism.

All examples in this guide are based on a digital business model, because it offers the most flexibility and scalability for ADHD brains. However, the principles can be applied to any type of business.

You don't need to complete everything at once. You don't need to have everything figured out before you start.

You just need a clear direction and a simple structure you can come back to.

This roadmap walks you through the **10 essential steps** required to set up a (digital) business that works with your ADHD brain, not against it.

INTRODUCTION

Welcome to your ADHD-friendly business set-up.

How to Work With This Guide

- Read through all 10 steps once to understand the big picture.
- Then come back and work through one step at a time.
- Take notes. Pause when needed. Skip ahead if your curiosity pulls you there.
- Progress matters more than speed.

You do not need perfect clarity before starting. Clarity grows through action.

This guide is not about doing everything flawlessly. It's about creating **momentum, structure, and confidence**.

By the end, you will have:

- A clear business direction
- A simple product plan
- A basic but functional setup
- A foundation you can grow from

Ready? Let's build your ADHD-friendly business.

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STEP 1: IDENTIFY YOUR SPECIAL ADHD INTEREST

Before you think about niches, products, or money, you need to start with interest.

For ADHD brains, interest is not optional. It is the fuel.

If something does not genuinely interest you, your motivation will fade, your focus will disappear, and consistency will feel impossible.

If something does interest you, your brain naturally engages, learns faster, and builds momentum.

That is why your business should be built around your ADHD interest, not around what seems profitable on paper.

STEP 1: IDENTIFY YOUR SPECIAL ADHD INTEREST

Ask yourself:

- What topics do I naturally research for hours without noticing the time?
- What do I talk about even when nobody asks?
- What problems do I love thinking about solutions for?
- What experiences have shaped me deeply?
- What do people already come to me for advice about?

Your ADHD interest is usually something that has been with you for a long time. It might feel obvious to you.

That is a good sign.

STEP 1: IDENTIFY YOUR SPECIAL ADHD INTEREST

Important reminder:

You do not need to pick something you are already an expert in.

You only need something you are genuinely curious about and willing to grow with.

ADHD entrepreneurs thrive when they build businesses they can emotionally connect to.

This step is not about choosing a final niche yet.

It is about identifying the direction your energy naturally wants to move in.

STEP 1: IDENTIFY YOUR SPECIAL ADHD INTEREST

Take a moment to write this down.

My core ADHD interest is:

Once you are clear on this, choosing a niche and building a business becomes much easier.

Let's move on to Step 2.

STEP 2: SELECT YOUR ADHD-SPECIFIC NICHE

Once you are clear on your ADHD interest, the next step is to turn that interest into a clear niche.

Your niche defines:

- who you help
- what problem you solve
- and why people should listen to you

For ADHD entrepreneurs, choosing a niche is not about picking the “most profitable” option.

It is about choosing something **specific enough to focus on, but flexible enough to grow with your brain.**

STEP 2: SELECT YOUR ADHD-SPECIFIC NICHE

What an ADHD-Friendly Niche Really Is

An ADHD-friendly niche sits at the intersection of three things:

- Your interest (from Step 1)
- A real problem people want help with
- A group of people you understand or relate to

Your niche does not need to be perfect or final.

It only needs to be clear enough to start.

Clarity comes from action, not from overthinking.

STEP 2: SELECT YOUR ADHD-SPECIFIC NICHE

Many ADHD entrepreneurs naturally thrive in niches that involve:

- learning
- creativity
- problem-solving
- personal experience
- transformation

Important Reminder:

You are not locking yourself into this niche forever.

Your niche is a starting point, not a life sentence.

ADHD entrepreneurs grow best when they allow their business to evolve alongside them.

The goal of this step is direction, not perfection.

STEP 2: SELECT YOUR ADHD-SPECIFIC NICHE

Write It Down

My current niche is:

I help _____
with _____
so they can _____.

Once you have this, you are ready to think about what you will actually create and offer.

Let's move on to Step 3.

STEP 3: DEFINE THE PROBLEM YOU WANT TO SOLVE

Before you think about products, funnels, or content, you need clarity on one thing:

What problem are you actually solving?

A business does not start with an idea.
It starts with a problem someone wants help with.

For ADHD entrepreneurs, this step is especially important, because many of us have a lot of ideas, but struggle to turn them into something clear and focused.

This step gives your business direction.

STEP 3: DEFINE THE PROBLEM YOU WANT TO SOLVE

Why the Problem Comes First

People don't buy products.
They buy solutions.

Your job is not to convince people that your idea is great.

Your job is to help them move from a frustrating situation to a better one and thus fulfill a need.

When you are clear about the problem you solve:

- creating content becomes easier
- designing products becomes simpler
- selling feels more natural

Clarity reduces overwhelm.

STEP 3: DEFINE THE PROBLEM YOU WANT TO SOLVE

Write It Down

Take a moment and complete this:

The main problem I help solve is:

My solution focuses on:

Once you are clear on this, creating products becomes much easier.

Now you are ready to design your product plan.

Let's move on to Step 4.

STEP 4: DESIGN YOUR PRODUCT PLAN

Now it's time to turn your idea into a simple product plan.

This step is not about creating everything right now.

It's about giving your ADHD brain a clear direction, so you don't get lost in endless ideas.

Think of your product plan as a framework you can grow into.

Think in four product levels:

- 1.Free Lead Magnet
- 2.Low-Ticket Product
- 3.Mid-Ticket Product
- 4.High-Ticket Product

The product examples below still refer to a digital business, but the structure applies to any business.

STEP 4: DESIGN YOUR PRODUCT PLAN

1. Free Lead Magnet

Your entry point.

This is a small, helpful resource that solves one specific problem and attracts the right people.

Examples:

- A short guide or checklist
- A mini framework
- A worksheet or template

Purpose:

To build trust, grow your email list, and introduce your way of thinking.

STEP 4: DESIGN YOUR PRODUCT PLAN

2. Low-Ticket Product

Your first paid offer.

This product goes a bit deeper than your Free Lead Magnet and helps your audience take real action.

Examples:

- A short ebook
- A step-by-step guide
- A small bundle of templates

Purpose:

To validate your idea, create momentum, and turn followers into buyers.

STEP 4: DESIGN YOUR PRODUCT PLAN

3. Mid-Ticket Product

Your transformation offer.

This product helps people implement what they've learned with more structure and support.

Examples:

- A mini course
- A structured program
- A guided framework with videos

Purpose:

To create deeper results and more stable income.

STEP 4: DESIGN YOUR PRODUCT PLAN

4. High-Ticket Product

Your premium support.

This is where people work closely with you.

Examples:

- 1:1 coaching
- Mentoring
- A longer-term program

Purpose:

To offer personal guidance and high-impact transformation.

You don't need to create all of these now.
Start with one free offer and one paid offer.
Your product plan will evolve as your business grows.

Next, we'll start building the first piece of this system.

STEP 5: CREATE A FREE LEAD MAGNET

Your Free Lead Magnet is the first real building block of your business.

It is **not** meant to be perfect, long, or complicated.

It is meant to be **useful, simple, and aligned with your niche.**

For ADHD entrepreneurs, the goal is clarity and momentum, not overdelivery.

What a Free Lead Magnet Is:

A Free Lead Magnet is a small resource you give away in exchange for an email address.

It should:

- solve one specific problem
- be easy to consume
- help your audience experience a quick win

Think small but valuable, not big and overwhelming.

STEP 5: CREATE A FREE LEAD MAGNET

ADHD-Friendly Lead Magnet Ideas

Choose a format that feels easy for you to create:

- A short checklist
- A simple guide (5–10 pages max)
- A worksheet or template
- A quick framework or roadmap

Write It Down

My Free Lead Magnet will help people:

The format I will use:

Once your Free Lead Magnet exists, you can start building a simple system around it.

Next, we'll make sure people can actually find it.

STEP 6: GET A PROFESSIONAL DOMAIN & EMAIL ADDRESS

This step is about creating a simple professional foundation for your business.

You do not need a website, a logo, or anything fancy yet.

You only need a domain and a professional email address.

This creates credibility and keeps your business separate from your private life.

Choose Your Domain

Your domain should be:

- easy to remember
- easy to spell
- connected to your niche or brand

Examples:

- yourname.com
- yourbrandname.com

STEP 6: GET A PROFESSIONAL DOMAIN & EMAIL ADDRESS

Set Up a Professional Email

Your email should be connected to your domain.

For example:

- `hello@yourdomain.com`
- `contact@yourdomain.com`

This looks professional and keeps all business communication in one place.

Write It Down

My domain will be:

My professional email address will be:

Once this is set up, you're ready to connect everything into a simple flow.

STEP 7: SET UP A SIMPLE SALES FUNNEL

You do not need a complex funnel.

You do not need dozens of pages or automations.

You only need one simple flow that guides people from interest to action.

What a Sales Funnel Really Is

A sales funnel is simply a clear path:

Someone finds you → they click your link
→ they know what to do next.

That's it.

STEP 7: SET UP A SIMPLE SALES FUNNEL

Your ADHD-Friendly Funnel Structure

For now, keep it **as simple as possible**:

Page 1: Opt-in or Offer Page

- Introduce your Free Lead Magnet or product
- Explain what problem it solves
- Tell them exactly what happens next

Page 2: Thank You / Next Steps Page

- Confirm their signup or purchase
- Tell them what to do now
- Invite them to the next step (email, product, call, etc.)

Two pages are enough.

STEP 8: CONNECT YOUR DOMAIN TO YOUR FUNNEL

Once your funnel exists, you still need to make sure that your domain is connected to it.

What This Means

Connecting your domain means:

- your funnel opens under your own web address
- your link looks clean and trustworthy
- everything is easier to remember and share

For example:

www.yourdomain.com → your opt-in or sales page

As soon as your domain is connected, your funnel is ready to be shared.

STEP 9: SET UP YOUR EMAIL AUTORESPONDER

Once people enter your funnel, you need a simple system that follows up with them automatically.

This is what your email autoresponder does.

It allows you to stay connected, build trust, and guide people to your offer without needing to be online all the time.

What This Means

Setting up an email autoresponder means:

- collecting email addresses from your funnel
- sending emails automatically after someone signs up
- building a relationship over time
- guiding people to your next step or product

This turns your funnel into a system that works in the background.

STEP 9: SET UP YOUR EMAIL AUTORESPONDER

Keep It Simple

You do not need a long or complex email sequence.

To start, you only need:

- Email 1: deliver what you promised (Free Lead Magnet, guide, access)
- Email 2: explain who you are and how you help
- Email 3: introduce your next step or offer

That is enough to begin.

You can always expand later.

STEP 9: SET UP YOUR EMAIL AUTORESPONDER

The Goal of This Step

By completing this step, you have:

- a follow-up system in place
- a way to communicate without constant effort
- a business that continues to move even when you take a break

Your system is almost complete.

STEP 10: CREATE CONTENT & SHARE YOUR LINK

Now that your system is set up, it's time to let people know it exists.

This step is about:

- choosing **at least two** social media platforms to start with
- creating simple, helpful content
- sharing your funnel link consistently

You do not need to be everywhere.

I suggest that you become active on at least two social media platforms, because you never know where your content will perform best.

Once again, this guide uses a digital business model as its reference point. Social media is recommended because it is free and accessible, but other approaches, such as paid advertising, are possible as well.

STEP 10: CREATE CONTENT & SHARE YOUR LINK

What Content to Focus On

Start small.

You can focus on:

- short posts
- simple stories
- sharing your journey and what you're learning

Your content does not need to be perfect.
It needs to be real and consistent.

Where to Share Your Link

Your custom domain link can be shared:

- in your bio
- in stories
- in posts or comments (when relevant)

This is how people enter your system.

STEP 10: CREATE CONTENT & SHARE YOUR LINK

The Bigger Picture

At this point, you have:

- a clear direction
- a product plan
- a funnel
- an email system
- a way for people to find you

Your ADHD-friendly business foundation is complete.

You can now improve, expand, and grow at your own pace.

CONCLUSION

Your ADHD Business Starts Here

You don't need to have everything figured out right now.

You've just built a **clear, simple foundation** that works with your ADHD brain, not against it.

This is not about speed. It's about direction.

You can come back to this roadmap whenever you feel stuck, overwhelmed, or unsure what to do next.

What matters is that you now have:

- a system to return to
- clarity you can build on
- a business that grows with you

Trust yourself.

Take the next small step.

You're not behind.

You're just getting started.