

THE 90-DAY

STARTER WORKBOOK

*Your first steps toward
a second income stream.*

Free bonus — Beyond the Salary

— *Faceless Framework*

This workbook is not a course.
It is not a comprehensive guide.

It is a starting point.

Work through it once, slowly.
Answer honestly, not perfectly.

By the end, you will have:

- A clear picture of your niche and audience
- A simple brand direction
- A 90-day action plan you can actually follow
- A monthly check-in system

That is enough to begin.

PART 1

Niche & Audience

Who are you building this for?

01 What problem have you personally solved that others are still struggling with?

Example: "I was earning a stable salary but had no backup if my job disappeared. I built a second income stream digitally while still working full time."

02 Who were you — 1 or 2 years ago — before you understood this?

Example: "A professional in my 30s, earning well but anxious every Sunday, dependent on one paycheck."

03 Complete this sentence:

Example: "I help working professionals who want to build a second income stream without quitting their job."

"I help _____ who want to _____
without _____."

04 What is the ONE thing they need to understand before anything else?

Example: "That income has a structure — and most people have never examined whether theirs is actually secure."

PART 2

Brand Starter

You don't need a perfect brand. You need a clear one.

BRAND STARTER CHECKLIST

- I have chosen a name or handle
e.g. @facelessframework.ig
- I have defined my tone in 3 words
e.g. calm · analytical · grounded
- I know what I will never say or post
e.g. hype language, urgency tactics, income screenshots
- I have a profile photo or logo
e.g. clean initial on dark background
- I have written a bio (under 150 chars)
e.g. "Structured. Scalable. Digital income."
- I have one clear link in bio
e.g. a bridge page or single landing page
- I have chosen 2 brand colors
e.g. Black #111111 + Ivory #F6F4F1
- I have chosen 1 primary font
e.g. Cormorant Garamond
- I know my content topic (1 niche only)
e.g. income structure for professionals
- I can explain what I do in 10 seconds
e.g. "I teach professionals to build a second income stream."

PART 3

90-Day Action Plan

Three milestones. That is all.

Goal: Everything defined. Nothing built yet.

- Niche confirmed
- Audience profile written
- Brand basics locked
- Platform chosen
- Profile set up and live

Example focus:

*"Finalize my niche, write my bio, set up my profile.
No posting yet — just clarity."*

My Month 1 focus:

Goal: One thing exists. It is live.

- First piece of content posted
- Product or offer created (even if rough)
- Bio link active
- Posting at least 2x per week

Example focus:

*"Post my first 8 pieces of content.
Finish my ebook draft. Set up my bio link page."*

My Month 2 focus:

Goal: A rhythm. Not perfection.

- 10+ pieces of content posted
- At least 1 person has engaged meaningfully
- Product or offer is visible and accessible
- I am still showing up

Example focus:

*"Post 3x per week consistently. Have my product live.
Review what content resonates and double down on that."*

My Month 3 focus:

PART 4

Monthly Check-In

Once a month. 15 minutes. Honest answers only.

MONTH: _____

01 Did I show up consistently this month?

e.g. Mostly — I missed one week but got back on track Monday.

02 Follower / audience count:

e.g. 47 followers (up from 30)

03 Content posted this month:

e.g. 9 posts — 4 reels, 3 carousels, 2 quote cards

04 Meaningful engagement (DMs / comments):

e.g. 2 DMs asking how to start. 1 comment saying this resonated.

05 What is working?

e.g. Reels with emotional hooks get 3x more views than carousels.

06 What to adjust next month?

e.g. Post more reels. Engage more on other accounts in my niche.

One word that describes this month:

e.g. building / steady / learning

** Duplicate this page for each month*

Build slow.
Win long.

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