

I Want to Make Money Online

HOW AND WHERE
DO I START?

A SIMPLE GUIDE TO
Help You Understand,
Explore and Take Your
First Steps Towards an
Online Business

REAL
IDEAS
SIMPLE STEPS
BIG
POSSIBILITIES



You
Can
Do
This♡



YOUR SKILLS

YOUR IDEAS

REAL INCOME

A BRIGHTER YOU

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EXPLORE | LEARN | TAKE ACTION | CREATE THE LIFE YOU WANT





A Quick Note From Me

I know exactly how you got here. Work, kids, bills, repeat. You keep wondering if there's another way to bring in income, one that doesn't mean starting from zero, learning a whole new world, or becoming someone you're not.

Here's what I want you to know before you turn the page: you're not here because you're missing something. You're here because you can't yet see something that's already there.

This book is a simple, honest walk from "I want to make money online, but where do I start?" to your very first product online. No hype, no jargon, and no pressure to decide your whole future today.

By the end of this book, you will have:

- ☐ Found what you already know
- ☐ Chosen one person you could help
- ☐ Made your first Money Maker (in about an hour)
- ☐ Put it on your own online stand
- ☐ Told people about it, and started selling

How to use this book

- **Go in order.** Each section builds on the one before it.
- **You don't need hours.** Work through it in short sittings, whenever you have 15 to 20 minutes.
- **Write your first honest answer,** not your "polished" one.
- **Use the "Stuck? Ask AI" boxes.** Copy the prompt straight into ChatGPT or Claude (the free versions work fine) if you get stuck on a question.
- **Look for the lemon checks.** At the end of every section, you'll tick off one small win.

There's no wrong answer here. This is a mirror, not a test.



What Is a Lemonade Stand Online?

Maybe you've seen people talking about online business, digital products, affiliate marketing, passive income, and content creation, and thought, "Okay, but what does all of that actually mean?"

You're not alone. The online world sounds much more complicated than it really is. So let's forget the big words for a minute.

Every online business is a lemonade stand

Think back to a child's lemonade stand. To sell lemonade, you only need four things:

At the lemonade stand	In your online business
Lemonade: something to sell	Your product, like a printable, guide or planner
A stand: a place people can buy it	Your online shop, like Stan Store
A sign: so people know what it is	One simple sentence that explains who it helps
Neighbours walking past: people who see it	The people who see your posts on social media

That's it. You don't need a fancy office, a warehouse, or to be a technology expert. **By the end of this book, you'll have all four.**

And your **lemons**? Those are the things you already know and are good at. We'll find those in the next section.

Different kinds of stands

Not every stand sells the same thing. Here are the most common kinds of online stands. You don't need to choose one today. Just get to know them.

1. **Sell a digital product:** a PDF guide, planner, checklist or template. No box, no stockroom.
2. **Sell a physical product:** clothing, gifts, food, beauty or home products. The internet is your shop window.
3. **Teach what you know:** a workbook, mini-course, workshop or online class.
4. **Sell a service:** admin, bookkeeping, design, social media help or coaching.
5. **Sell someone else's lemonade:** recommend a product you trust and earn a share when someone buys. This is called affiliate marketing.
6. **Build a community:** bring people together around a shared interest, like parenting, fitness or homeschooling.

A quick example: A teacher already knows how to help children learn. She could make “20 Fun Learning Activities You Can Do at Home With Your Child.” She didn’t invent a new skill. She simply poured what she already knew into a cup.

The big shift

Maybe you’ve been thinking, “I need another job.” But perhaps the better question is, “**What could I offer?**”

Maybe you’ve been thinking, “I don’t have anything to sell.” But perhaps you just haven’t looked at your knowledge and experience from that angle yet.

Maybe you’ve been thinking, “I need to learn something completely new.” But what if you started with, “**What do I already know?**”

Please don’t do this: Don’t read that list and think, “Now I have six more things to learn.” You don’t need six stands. You need one. In this book, we’ll start with the easiest stand for a busy mom: **a simple digital product.**

Your turn

Which 2 or 3 kinds of stands caught your attention?

- ☐ Selling digital products
- ☐ Selling physical products
- ☐ Teaching what I know
- ☐ Selling a service
- ☐ Affiliate marketing
- ☐ Building a community

Why do these ones interest me?

STUCK? ASK AI

Copy this prompt into ChatGPT or Claude and fill in the blanks:

“I’m new to making money online and trying to understand which type of online business might suit me. Ask me simple questions about my skills, experience, interests, personality and the time I have available, one question at a time. Don’t try to sell me anything. At the end, help me understand which 2 or 3 options might be worth exploring, and why.”

☑ **LEMON CHECK** You know what a lemonade stand online is. Next question: *what lemons do I already have?*

My notes



Your Lemons (What Do I Already Know?)

Every good glass of lemonade starts with lemons. Your lemons are the things you already know and can do. Most women have far more lemons than they realise. They just haven't looked for them yet.

Answer these five questions honestly. This is just for you.

1. What have you learned through work?

Think about every job you've had. Not just the title, but what you actually learned to do: helping customers, organising, teaching, selling, solving problems, managing money, or using software.

Write down at least 5 things:

STUCK? ASK AI

Copy this prompt into ChatGPT or Claude and fill in the blanks:

"Help me uncover useful knowledge I've gained from my work experience. Ask me about every job or business I've been involved in, one question at a time, and help me identify what I learned, what I became good at and what problems I learned to solve. Don't give me business ideas yet."

2. What have you learned through life?

Not everything valuable comes from a job. Maybe life taught you how to raise children, run a household, save money, cook on a budget, travel, homeschool, or start again after a hard season. Your life experience counts too.

Write down at least 5 things:

STUCK? ASK AI

Copy this prompt into ChatGPT or Claude and fill in the blanks:

"Help me uncover useful things I've learned through life. Ask me simple questions about challenges I've faced, things I've had to figure out and responsibilities I've managed. Ask me one question at a time."

3. What do people often ask you about?

"How did you do that?" "Can you show me?" "Can you help me with this?" These questions are clues. They show you what other people already see as valuable in you.

What do people ask you for help with?

4. What have you figured out the hard way?

Some of our most valuable lemons come from mistakes and things we had to learn from scratch. Ask yourself: "What do I know now that I wish I had known five years ago?"

Write it here:

5. What comes easily to you?

This one is tricky, because what comes naturally often feels too easy to be valuable. Maybe you're good at explaining things, planning, organising, listening, or making people feel comfortable.

What feels easy for you?

STUCK? ASK AI

Copy this prompt into ChatGPT or Claude and fill in the blanks:
"Help me discover things that come naturally to me. Ask me about what I do quickly, what people compliment me on and what others seem to struggle with that I find easy. One question at a time."

Look underneath the label

We often describe ourselves like this: "I'm just a mom." "I'm just an admin person." "It's nothing special." Let's look underneath the label.

- **A teacher** doesn't just teach. She knows how to explain difficult things simply and break big ideas into small steps.
- **An admin person** doesn't just do admin. She knows how to organise information, manage schedules and keep things running smoothly.
- **A mom** doesn't just look after children. She knows how to plan meals on a budget, keep a busy schedule running and keep little ones entertained and learning.

The title tells us what you're called. Your skills tell us what you can actually do.

Squeeze your lemons: make them specific

"I'm good with people" doesn't tell us much. But "I know how to help nervous first-time customers feel comfortable" is something we can work with. Here's the shift:

Instead of saying	Say what you actually do
"I'm organised."	"I can plan a busy family's week so everyone knows what's happening."
"I'm good at cooking."	"I can plan affordable family meals that children actually eat."

Instead of saying	Say what you actually do
"I'm good at teaching."	"I can take something complicated and explain it simply."

Now look back at your answers and choose your **3 best lemons**. Write each one as something you actually do:

Lemon 1: I know how to:

Lemon 2: I know how to:

Lemon 3: I know how to:

Which one would you most enjoy helping someone else with? Why?

STUCK? ASK AI

Copy this prompt into ChatGPT or Claude and fill in the blanks:

"I think one of my skills is _____. Help me understand what this skill actually includes. Ask me simple questions about what I do when I use it, what problems it solves and what someone without this skill might struggle with. Then help me describe it in simple words."

You don't need a hidden talent or to become an expert overnight. A skill that feels ordinary to you might be exactly what someone else needs.

☑ **LEMON CHECK** You've found your lemons. Next question: *who is thirsty for what I know?*



Your Thirsty Neighbour (Who Could I Help?)

Nobody buys lemonade because the lemons are nice. They buy it because they're thirsty. A business isn't really about you. It's about helping someone get from where they are now to where they want to be.

You don't need to find "your niche" yet

A niche sounds complicated, but it simply means: **the person you want to help, and the problem you want to help them with.** That's it. Think about one type of person, not millions.

Start with the person

Look at your 3 lemons from Section 2. For each one, ask: *who might find this useful?*

My lemon	My thirsty neighbour
I know how to create fun learning activities	Parents with young children
I know how to plan affordable family trips	Busy families with no time to plan
I know how to organise a household budget	Someone overwhelmed by their monthly money

My lemon is:

Who could this help?

STUCK? ASK AI

Copy this prompt into ChatGPT or Claude and fill in the blanks:

"One thing I know how to do is _____. Help me think of different types of people who might benefit from this skill. Give me 10 simple examples and explain what problem each person might have. Don't create products yet."

Now find out why they're thirsty

Knowing who you could help isn't enough. We need to understand what they're struggling with.

- **A busy mom** doesn't know what to cook every night and keeps buying expensive takeaways.
- **A parent** keeps hearing "I'm bored!" and has no ideas on hand.
- **A new business owner** doesn't know what to post on social media.

The problem doesn't have to be huge. Sometimes it's simply "this takes too much time," "I don't know how," or "I wish someone would just show me."

Finish this sentence: "They want to _____, but they are struggling with _____."

STUCK? ASK AI

Copy this prompt into ChatGPT or Claude and fill in the blanks:

"The person I think I could help is _____. My skill is _____. Help me think about the problems this person might have that my skill could help with. Give me 10 realistic, simple possibilities. Don't create products yet."

Have you been thirsty too?

Have you ever been where this person is now? If you struggled with the same thing and figured it out, that's powerful, because you understand the problem from the inside.

What did I wish someone had given me when I was struggling with this?

Put the pieces together

I know how to:

I could help:

They're struggling with:

They want to:

I could help them by:

You may have started this book thinking "I have nothing to sell." Now you have a lemon, a thirsty neighbour, and a problem you could help with. That's where every business starts.

☒ **LEMON CHECK** You've found your thirsty neighbour. Next question: *what lemonade could I make for her?*

My notes



Your Lemonade (What Could I Sell?)

You've already done the hardest part. You know your lemons, your thirsty neighbour, and her problem. Now comes the question you've probably been asking since page one: "Okay, but what could I actually sell?"

You don't need to invent something nobody has seen before. You just need to make something that helps your neighbour with her problem.

Different kinds of lemonade

- **A checklist:** "The School Morning Checklist"
- **A planner:** "The Busy Mom Weekly Meal Planner"
- **A guide:** "How to Plan Your First Family Road Trip"
- **An activity pack:** "25 Screen-Free Activities for Kids"
- **Templates:** budget, Canva, lesson or social media templates
- **A workbook:** "The 30-Day Declutter Your Home Workbook"
- **A mini-course:** one specific thing, taught well
- **A service:** "I'll plan your family holiday for you"

Don't start by asking "What should I sell?" Start with "**What does she need help with?**" Then ask, "**What could I make that would make that easier?**"

Make one small cup, not a whole menu

This is where most beginners get stuck. They think their first product must be a huge course with everything they know. It doesn't. Your first lemonade only needs to solve **one problem for one person**. That's enough.

Example: A teacher notices parents struggle to keep children learning during the school holidays. She makes "20 Easy Learning Activities for School Holidays": 20 activities, simple instructions, and what each one teaches. That's it.

Another example: Someone great at organising notices busy moms struggle to keep track of the family's week. She makes "The Busy Mom Weekly Planner": a schedule, meal plan, shopping list and chore list.

The easiest first lemonade for a busy mom is a printable: a checklist, planner, chart or tracker. You can make one in Canva in about an hour, and that's exactly what we'll do in the next section.

“But someone else already sells this”

They probably do, and that's okay. There are lemonade stands on every street, and people still buy from the one they trust. The better question is: “Can I make something useful for the person I want to help?” You bring your own experience, voice and examples. That's what makes it yours.

Your first lemonade idea

Name:

I'm making it for:

The problem it helps with:

Type (tick one):

- ☐ Checklist
- ☐ Planner
- ☐ Chart
- ☐ Tracker
- ☐ Guide
- ☐ Other

What's inside (3 to 5 things):

STUCK? ASK AI

Copy this prompt into ChatGPT or Claude and fill in the blanks:

“I want to help [TYPE OF PERSON] who is struggling with [PROBLEM]. I know how to [YOUR SKILL]. Give me 10 simple printables I could create in Canva that would help her, like checklists, planners, charts and trackers. Keep them simple and realistic for a beginner.”

Taste test: would someone actually use this?

Question	Yes	Maybe	Not sure yet
Would it solve a real problem?	☐	☐	☐
Would it save her time or make something easier?	☐	☐	☐

“Not sure yet” isn’t failure. It just means you can ask your followers before you build (more on that in Section 7).

Write your idea in one sentence

“I help _____ who struggle with _____ by giving them _____.”

Now say it out loud. Would a tired mom understand it straight away?

STUCK? ASK AI

Copy this prompt into ChatGPT or Claude and fill in the blanks:

“Here is my product idea: _____. Rewrite it in simple Grade 1 language so a busy mom understands exactly who it helps, what problem it solves and what I’m offering. Give me 3 short versions.”

☒ **LEMON CHECK** You’ve chosen your lemonade. Now let’s make it.

My notes



Make Your First Money Maker in an Hour

This is the section where thinking turns into doing. In about one hour, you'll have your very first Money Maker: a real printable you can sell. It doesn't need to be perfect. It just needs to be finished.

What you need: a phone, tablet or computer, a free Canva account, your lemonade idea from Section 4, and one hour. You can do it in one sitting or in three 20-minute pieces.

Step 1: Pick your lemonade (10 minutes)

Look at your idea from Section 4. If you're still unsure, pick one of these easy starters:

- ☐ A weekly meal planner
- ☐ A school morning checklist
- ☐ A toddler chore chart
- ☐ A monthly budget tracker
- ☐ A school holiday activity list
- ☐ A family cleaning schedule

Write your choice here:

Step 2: Open Canva and find a template (10 minutes)

1. Go to canva.com (or open the Canva app) and sign up for free.
2. In the search bar, type what you're making, for example "meal planner" or "checklist."
3. Choose a template that's close to what you want. Don't spend ages here. Close enough is good enough.

Step 3: Make it yours (30 minutes)

This is where you add your own flavour:

1. **Change the title** to your product's name.
2. **Change the words** so they speak to your thirsty neighbour. Add your tips, your examples, and your voice.
3. **Change the colours and fonts** so they feel like you. Choose 2 or 3 colours and stick to them.

4. Add a small line at the bottom with your name or business name, for example “© Christellevs.”
5. Check it once. Read every word aloud. Is it clear? Is it easy to use?

Keep it simple. One to five pages is perfect for a first Money Maker. Busy moms want something they can print and use today, not a 60-page book.

Step 4: Save it as a PDF (5 minutes)

1. Click **Share**, then **Download**.
2. Choose **PDF Print** as the file type.
3. Save it somewhere easy to find, like a folder called “My Money Makers.”

Step 5: Celebrate (5 minutes)

You did it. You made something real that can help someone. Print it out, stick it on your fridge, and take a photo. That photo will be very useful in Section 7.

☐ I made my first Money Maker!

STUCK? ASK AI

Copy this prompt into ChatGPT or Claude and fill in the blanks:

“I’m making a printable [TYPE] for [PERSON] who struggles with [PROBLEM]. Write the text for it: a title, a short line explaining how to use it, and the sections or headings it should include. Keep it short, warm and simple.”

Not ready to make your own yet?

That’s okay. You can start with a ready-made recipe. I’ve included a **Done-For-You Toddler Workbook** that you can sell as your first product, or simply use to see how a finished product comes together before you build your own.

[Access Your Free Toddler Workbook →](#)

☑ **LEMON CHECK** You’ve made your first Money Maker. Now let’s give it a place to live.



Set Up Your Stand

You have lemonade. Now you need a stand: one simple place online where people can see your product, pay for it, and download it straight away. You don't need a website. A link-in-bio shop does everything for you.

Choose your stand

I use and recommend **Stan Store**. It puts your product, description, price, checkout and download in one place, with one link you can share anywhere.

Before you sign up: check the current pricing and free trial, and make sure the platform can pay money out to you where you live. If you're in South Africa, confirm how payouts reach your bank. Other simple options include Payhip, PayPal, or a PayFast payment link.

Step 1: Create your account (10 minutes)

1. Sign up with your email address.
2. Choose a simple username, ideally the same name you use on social media.
3. Add a friendly photo of yourself and one line about who you help. For example: "I help busy moms get organised, one printable at a time."

My username:

My one line about who I help:

Step 2: Add your product (15 minutes)

When you add a new digital product, you'll need four things:

1. **A title:** use the name of your Money Maker.
2. **A short description:** use your one sentence from Section 4, plus 3 bullet points on what's inside.
3. **A cover image:** make one quickly in Canva. A photo of your printable on a fridge or table works beautifully.
4. **The file:** upload the PDF you saved in Section 5.

Step 3: Choose your price

For a first printable, keep it an easy yes. Most simple printables sell well between **R49 and R99**.

What you made	A good starting price
One page (a checklist or chart)	R29 to R49
2 to 5 pages (a planner or tracker)	R49 to R79
A bundle of several printables	R79 to R149

You can always change your price later. Your first goal isn't big money. It's your first sale.

My price:

Step 4: Test your stand

Before you tell anyone, buy your own product or ask a friend to. Check that:

- ☐ The payment works
- ☐ The download arrives
- ☐ The PDF opens and looks right

STUCK? ASK AI

Copy this prompt into ChatGPT or Claude and fill in the blanks:

"I'm selling a printable [TYPE] for [PERSON] who struggles with [PROBLEM]. Write a short, friendly product description for my online store: one opening sentence, 3 bullet points on what's inside, and one line on how it will help her."

- ☒ **LEMON CHECK** Your stand is open. Now let's tell the neighbours.

My notes



Make Your Sign and Tell the Neighbours

The best lemonade in the world won't sell if nobody walks past the stand. This is where social media comes in. It sounds big, but it's really just telling your neighbours, again and again, in friendly ways.

How neighbours become customers

It works the same at a lemonade stand and online:

1. **They walk past:** someone sees your post.
2. **They stop:** it speaks to their problem, so they pay attention.
3. **They come closer:** they click the link in your bio.
4. **They look at the lemonade:** they see your product on your stand.
5. **They buy:** they decide it will help them.

You don't need every post to be a sales post. Most of your posts can help, teach, share your story, or show your printable being used.

Step 1: Write your sign

Your sign is one sentence that tells people exactly what your product does:

"A [WHAT IT IS] that helps [WHO] to [RESULT]."

Example: "A printable morning checklist that helps busy moms get the kids out the door without the shouting."

My sign:

Step 2: Put your stand link in your bio

Add your store link to your Instagram, Facebook and TikTok profiles, so people always know where to find you.

- ☐ Instagram
- ☐ Facebook
- ☐ TikTok

Step 3: Share your first 3 posts

Fill in the blanks and post one each day:

1. **"I made this!"** *"I just made my first [PRODUCT] for moms who struggle with [PROBLEM]. Here's a peek inside."* Use your photo from Section 5.
2. **"Here's how to use it."** *"This is how I use my [PRODUCT] every [DAY or WEEK]. It helps me [RESULT]."* Show it on your fridge, desk or kitchen counter.
3. **"Here's who it's for."** *"If you're a mom who [PROBLEM], this is for you. It's [PRICE] and the link is in my bio."*

Draft my first post here:

Step 4: Know where to share

- **WhatsApp status:** your friends and family are your first neighbours.
- **Facebook groups:** share helpful tips in mom groups, and follow each group's rules about promotion.
- **Instagram and TikTok:** short videos (Reels) showing your printable in real life work very well.

Bonus: ask before you build your next one

Post a simple poll in your stories: *"Busy moms, which would help you more this week: a meal planner or a morning routine chart?"* When your followers choose, they're already waiting for it.

STUCK? ASK AI

Copy this prompt into ChatGPT or Claude and fill in the blanks:

"I sell a printable [PRODUCT] for [PERSON] who struggles with [PROBLEM]. Write 5 short, friendly social media captions for it. Make most of them helpful rather than salesy, and end one with a gentle invitation to buy using the link in my bio."

- ☑ **LEMON CHECK** Your sign is up and the neighbours know. Now let's get that first sale.



Your First Sale and Growing Your Lemonade Business

Your lemonade is made, your stand is open, and your sign is up. Now we keep showing up until that first sale comes, and then we grow.

Your 7-day first sale plan

One small action a day. That's all. Tick each day as you go.

Day	Your small action	Done
Day 1	Post "I made this!" with your photo	☐
Day 2	Share it on your WhatsApp status	☐
Day 3	Post "Here's how to use it" (a short video if you can)	☐
Day 4	Share a helpful tip in a Facebook group (follow the group's rules)	☐
Day 5	Post "Here's who it's for" with your price and link	☐
Day 6	Tell your story: why you made it and what you learned	☐
Day 7	Ask your followers a question or run a poll about their problem	☐

What if nobody buys yet?

First, breathe. This is completely normal, and it's not a sign that you're not good enough. When lemonade doesn't sell, it's usually one of three small things:

The clue	What it means	The simple fix
Wrong lemonade	People didn't need this particular thing	Ask your followers what they struggle with, then make that
Unclear sign	People didn't understand how it helps them	Rewrite your one sentence to focus on the result
Not enough neighbours	Not enough people saw it yet	Share it more often, in more places, in more ways

Change one thing, then try again. A no-sale isn't a verdict. It's a clue.

The one thing I'll change:

And here's a secret: sharing "Honest update: no sales yet, here's what I'm changing" is some of the best content you can post. Real moms trust real journeys.

When the first sale comes

Celebrate it! Screenshot it, share it, and thank your buyer. Then ask yourself:

What made her buy?

What could I make next for the same mom?

Could I bundle a few printables together?

Three ways to grow your stand

There's more than one honest way to grow from here:

- **Path A: Make your own lemonade.** Keep creating original products from what you know. This is what this whole book has prepared you for.
- **Path B: Use a ready-made recipe.** Some products come with resell rights, which may let you edit and sell them depending on the licence.
- **Path C: Sell someone else's lemonade and earn a share.** This is affiliate marketing. You recommend a product or system you trust, and if someone buys through your link, you earn a commission.

None of these is more "real" than the others. Many people mix them. What matters is knowing which one you're doing, and why.

When you're ready for more

This book helped you open your first stand. But turning one stand into a real, steady business means learning more: how to build an audience, create content that connects, use AI tools, automate, and build more than one income stream. That's where proper training, community and support really help.

This is what I use: DMS.

DMS supports all three paths at once:

- **Path A:** training to help you build and sell your own digital products
- **Path B:** done-for-you products and templates to work from while you build
- **Path C:** DMS's own affiliate programme, where you keep 90% of the sale price when someone joins through your link, with your funnels, sales pages and email sequences set up for you

Three ways to join

All prices are in US dollars.

Option	Best for	What's included	Price
DMS Launch Accelerator (lowest entry)	Understanding the model and getting set up correctly	Video training, done-for-you business system, digital products and templates, launch roadmap, community	\$197 + \$75 website fee yearly
DMS Starter	The complete system without coaching yet	Everything above, plus 5 done-for-you digital products and beginner-friendly tutorials	\$497 + \$75 website fee yearly
DMS Pro (recommended)	Serious builders who want support to implement	Everything in Starter, plus advanced strategy, coaching and accountability, automation, multiple income stream training, scaling and live support	\$1,197 + \$75 website fee yearly

[Click Here to Explore DMS →](#)

You did it

You started this book with one question: “I want to make money online, but how and where do I start?”

Now you’ve found your lemons, met your thirsty neighbour, made your lemonade, opened your stand, and told the neighbours. That’s not “just starting.” That’s a business.

You don’t have to figure out the whole journey today. You just need to decide your next step. And maybe, this is yours.

✔ **LEMON CHECK** You're not just a woman who wants to make money online. You're a woman who has started.

My notes