

The 30-Day Finisher.

30 finished reels. One a day.

The product that proves you can finish something.

Copy. Paste. Post.

Read this first.

Right. So you bought this, which means you're tired of staring at your screen at 9pm with a tepid coffee and a blinking cursor, trying to come up with a hook that doesn't sound like every other woman in the digital marketing aisle.

What it is.

30 finished reels. One a day. Hook, caption, CTA, all written for you. You don't need to think. You don't need to write. You don't need to find your voice. You just need to hit publish, which, let's be honest, is the bit you've been struggling with for the last 18 months.

What it isn't.

A template pack with [insert your niche here] in square brackets. I've bought those before. They produce content that sounds like a robot wrote a Hallmark card. These posts are written in voice, and they are for the woman who has chosen to help other serial starters build something online as her one thing for the next 90 days. If that's not you, this is the wrong product, and you should walk away and spend your energy elsewhere. No hard feelings.

Every post in here is written from my own build, in my own voice. Read them, take the structure, the hook shape and the angle, and put your own specifics in. Your numbers, your story, your receipts. The arc is the product. The details have to be true for you, because the only thing that makes any of this work is that people believe you.

How to use this.

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- 01 Post one reel a day.** Don't get clever and post two on Monday because you've got time. The point is the rhythm, not the volume. Your nervous system needs to learn what posting daily feels like, not what cramming feels like. You already know what cramming feels like.
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- 02 Post in order.** The 30 days are an arc, not a buffet. Week 1 makes you visible. Week 2 builds trust. Week 3 calls in your buyer. Week 4 sells. Out of order, the arc doesn't work, and you'll be selling to people who don't know you exist.
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- 03 Don't rewrite it from scratch.** I see you eyeing the edit button. Swap in your own details, then leave the structure alone. Rewriting the whole thing is just procrastination wearing a productivity costume.
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- 04 Hashtags go in the first comment, not the caption.** Use the same 15 to 20 every time for the first 30 days. Don't rotate them daily because you read a tip somewhere. Give the algorithm consistency.
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- 05 Post the same time every day.** 30 minutes either side is fine. You don't need a content calendar with colour coding. You need to post at 8am, every day, full stop.
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The rule for when you wobble.

Around day 12 to 15 you're going to want to quit. You'll convince yourself the posts aren't landing. You'll start scrolling other people's accounts and feel a hundred miles behind. You'll get an idea for a better kind of content. It will feel like a revelation. It will feel like the universe is redirecting you.

The universe is busy. This is week 6 of the 90-day plan, compressed. It's not a sign. It's the same wall you've hit on every previous attempt, just early. The boring middle starts here.

When it hits: mute the women you're comparing yourself to for 48 hours. Open your Notes app, type the new idea, title the note Day 31 ideas, close the app. Then post the next reel on the list. Don't think. Don't deliberate. Don't sit with it. Post.

The wall always comes down if you keep walking at it. Bring a hard hat.

01

Show up.

Days 1 to 7

The first week.

The hardest week. You've never posted consistently before in your life. The job this week is to post. That's it. Don't check the views. Don't check the followers. Don't open Instagram between posts to just have a look. Hit publish, close the app, walk away.

By the end of this week you'll have posted more reels in seven days than you have in the entire last twelve months. Most women never get past day 3. You're going to.

01 DAY 01 The introduction post

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

I've started 8 things online. I've finished none of them. This is attempt 9. Watch.

CAPTION

I am five weeks into doing this properly. Building a digital business from scratch, in public, in real time, with all the unflattering bits.

Here's the receipts. I've tried network marketing (twice, both times ended badly, ask me about the protein shakes another day). I've tried affiliate marketing. I've tried two different DFY product schemes that promised passive income and delivered an inbox full of crickets. I have spent £3,800 on a single course that I have not finished, and I am not going to. None of it worked. Not because I am uniquely flawed. Because I was sold the wrong models eight times in a row, and every time, I took the hit personally instead of clocking that the whole thing was rigged before I walked in.

This time I'm doing it differently. One product. One audience. One platform. 90 days, no quitting, no pivoting, no shiny new idea at week 6.

If you've also started a hundred things and finished none of them, follow along. I'm doing the work in public so you don't have to do it alone.

CTA

Follow if you want the honest build, not the highlight reel.

No trigger word on day 1. Just a follow CTA. We are not selling yet. Don't.

02 DAY 02 The named villain post

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

Network marketing is not a business. It is a recruitment scheme with vitamins.

CAPTION

Here's the truth nobody in this industry is allowed to say out loud, mostly because half of them are still in one.

Network marketing wanted you to recruit. Not to build. Not to learn. Just to bring in the next woman, who brings in the next woman, who brings in the next woman, all the way down until someone gets stuck holding £400 worth of unsellable serum. That is not a business. That is a guilt trip with branded packaging.

Affiliate marketing wanted your free advertising labour. You posted, they paid you pennies across eleven months, and you called it building income. Reader, that was not income. That was a Pret meal deal.

DFY product sellers wanted your card. Then they vanished. The support was a Facebook group where someone posted a daily affirmation and ignored every direct question.

The expensive course wanted a graduate they could screenshot for their next ad. Not a business owner. You were the testimonial pipeline, not the customer.

Every model you've tried was built for the person selling it. Not for you. The reason you've been blaming yourself for years is because nobody else has bothered to tell you this out loud.

CTA

Save this for the next time someone DMs you about an incredible opportunity. You're going to need it.

Save-bait. Saves are the highest engagement signal. Shares too.

03 DAY 03 The hard truth callout

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

If you've started 8 things and finished none, you don't have a strategy problem. You have a finishing problem. Different shop entirely.

CAPTION

Look. I'll be honest because nobody else will.

You do not need another course. You do not need another niche. You do not need to find your purpose. You do not need a vision board. You especially do not need the clarity intensive you've been eyeing on somebody's page.

You need to pick the thing you started two months ago and finish it.

Every model you have ever bought has taught you how to start. Almost none of them teach you how to keep going at week 6 when the dopamine of starting wears off and the work goes from exciting new project to oh, this is just admin in a Notion doc. Boring is where the money is. Boring is exactly where they lost you.

Pick the thing. Set a date 90 days away. Do not let yourself quit before then. Stop renegotiating the decision every morning while you're brushing your teeth.

That's it. That's the whole game. It's not sexy. It doesn't fit on a sales page. It's just the boring step you've been avoiding for years.

CTA

Comment FINISH if you're done starting. I'll send you the free 90-day kit.

First trigger word usage. Goes to the free Starter Kit lead magnet via DM automation.

04 DAY 04 The relatable POV

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

POV: it's 9pm, kids are asleep, you've got a lukewarm glass of wine, and you're back on Google searching "how to make money online" for the 47th time this year.

CAPTION

I see you.

You've got 12 saved Instagram reels on the topic. 7 browser tabs open. 3 unfinished Notion docs you swore you'd come back to. A store you have been almost ready to launch since June. A course you bought in February and have opened twice, the second time accidentally.

You are not lazy. You are scattered. There is a difference, and the difference matters. Being told you're just not consistent enough by women who started two years before you is not a useful diagnosis. It is gaslighting with better lighting.

What actually fixes it: picking the boring thing you already half-built and finishing it. Not a shiny new idea. The old one. The one that bored you at week 6 last time.

Your new-idea brain will fight you on this. Mine does too. It will hand you something that feels like a revelation and tastes like dopamine. It is not a revelation. It is a withdrawal symptom in a clever outfit.

CTA

Tag a friend who also has 12 saved reels on this exact topic. You know exactly who.

Tag-driven reach. The shared recognition makes this naturally shareable.

05 DAY 05 The unpopular opinion

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

Most side hustles aren't side hustles. They're second jobs that pay worse and don't come with sick leave.

CAPTION

I am about to say something this whole industry will hate, so let's just get into it.

If your side hustle requires you to be online for it to pay, it is not a side hustle. It is a worse-paid second job with no manager to passive-aggressively email.

Food delivery. Driving. Becoming someone's virtual assistant. Selling other people's products through affiliate links for a few percent commission. These are jobs. With bad hourly rates and zero compounding upside. The only difference is you have to find your own work, which is somehow more exhausting than just doing the job.

A real digital business is something you build once and sell repeatedly. The product exists whether you are awake or not. Whether you are at your kid's swimming lesson or not. Whether you are having a feelings day on the sofa or not. That is the actual maths of why this thing is worth doing.

If what you are doing requires your physical hours every time it makes money, you do not have a business. You have a freelance gig and a slightly grand way of describing it on LinkedIn.

CTA

Comment your current side hustle below and I'll tell you honestly which one it is. I'll be kind. Mostly.

Comment-driven engagement. Lighter, cheeky energy. Worth the inbox work in week 1.

06 DAY 06 The pattern interrupt

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

Stop calling yourself a beginner. You are not a beginner. You are on attempt 9. There is a word for that. It's experienced.

CAPTION

Every time you start something new, you reset yourself back to zero. I'm just starting out. I'm new to this. I'm a beginner.

You are not a beginner. You have tried 8 different things. You know what works in network marketing and what doesn't (mostly: what doesn't). You know what an affiliate funnel looks like. You know exactly which scene in an expensive course is the one where you go, oh, this is just the free webinar with extra slides.

That's not nothing. That's data. The wrong models, sure. But you still ran the experiments. You have an entire history of evidence about what doesn't work, which most actual beginners do not have, which is exactly why this time you're going to be quicker.

The reason you keep calling yourself a beginner is because it gives you permission to expect nothing of yourself. If you're a beginner, you're allowed to be slow. You're allowed to quit at week 6. You're allowed to take the next four months to figure out your niche.

Stop. You are not a beginner. You are a woman with 8 attempts of pattern data and one decent shot at finishing this one. Show up like it.

CTA

Comment FINISH if you're done starting from scratch. The free 90-day plan is yours.

Lead magnet CTA. Sends to the Digital CEO Starter Kit.

07 DAY 07 The week 1 recap

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

Day 7. I have posted every day this week for the first time in my entire adult life. Here is what happened.

CAPTION

Some reels did nothing. A couple got more views than anything I've ever posted. One got me a DM from a woman saying this is the first thing in months that's made me feel seen, and I sat in my kitchen and felt slightly emotional about it for a full ten minutes.

Here's what week 1 of consistent posting actually taught me. It is not about going viral. It is about getting used to the feeling of hitting publish on something imperfect, every day, regardless of how it does or doesn't do.

Most women never get to week 1. They post two reels, neither goes viral, they decide this isn't working, and they delete the app for three weeks before reinstalling it on a Tuesday at 11pm. Two reels is not a sample size. It is a panic response.

The algorithm does not really know what to do with you until you have shown up for a while. Until then it is watching, with its little arms folded, deciding whether you're going to bother.

I am still in the watching phase. So are you. Show up anyway.

CTA

Comment STILL HERE if you've also posted every day this week. I want to find my people.

Word-based engagement CTA. No emoji. Community-building.

02

Build trust.

Days 8 to 14

The trust week.

Now you're posting. Now the audience needs reasons to follow. This week pivots to value. Teaching, lessons, mistakes you've made so they don't have to. Save-worthy. Share-worthy. Position yourself as the woman who knows, without ever saying the phrase as an expert, which is the phrase actual experts never use.

This is also where the wobble starts. Day 12 to 15. The boring middle. You've been warned. Push through it like you mean it.

08 DAY 08 The 3-mistake teach

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

3 mistakes I made in my first month. Save this so you don't make them. Or do. Then you can save it twice.

CAPTION

One. I spent nine actual hours picking brand colours before I had written a single word of my first product. NINE HOURS. On colours. I could have built half a product in nine hours. Instead I had a Pinterest board called aesthetic.

Two. I tried to post on Instagram, TikTok, Threads and Pinterest simultaneously. None of them grew. Of course they didn't. I was giving them all 15 percent of my attention. Pick ONE. Get good at it. Add another only when the first one is on autopilot.

Three. I bought a course in week 3 because the first thing wasn't working yet. It was week 3. Of course it wasn't working. The course wasn't the missing piece. The missing piece was four more weeks of doing what I was already doing. The course was an anxiety blanket with a price tag.

Save this. Send it to the past version of yourself who is about to make all three of these mistakes for the third time.

CTA

Save and share with the friend who is currently on her 9th rebrand. You know who.

Save and share double CTA. Light, no product mention. Trust-building.

09 DAY 09 The framework drop

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

The 3-phase plan I'm using for the next 90 days. Steal it. I don't mind.

CAPTION

Days 1 to 30: build the thing. One product. Outline it, write it, get it 80 percent done. Do not build a website. Do not fiddle with brand colours (see yesterday). Make. The. Product.

Days 31 to 60: set up the sale and soft launch. Get your checkout page live. Send the product to five people free in exchange for honest feedback. Tweak based on what they actually say, not what you wish they had said. Then let the public buy.

Days 61 to 90: iterate, don't restart. First sales come in. Some flop. You will feel an overwhelming urge to delete the whole thing and start over in a new niche with a new logo. Do not. This is exactly where every previous attempt died. Iterate the thing you have. Add a bonus. Improve the sales page. Run a second wave. Be boring.

That's the whole plan. It fits on a Post-it note. If anyone tries to sell you a more complicated version, they're selling you complexity, not results. Complexity has better margins for them. Not for you.

CTA

Comment FINISH and I'll send you the free 90-day kit with all of this properly laid out.

Lead magnet CTA. Sends to the Digital CEO Starter Kit.

10^{DAY 10} The reframe teach

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

You don't need more motivation. You need fewer decisions.

CAPTION

Every morning, the women who actually finish things online do not wake up and decide whether to work today. They decided six weeks ago, once. They haven't renegotiated it since.

Every morning, you wake up and re-ask the question, do I feel like doing this today. Sometimes the answer is yes. Sometimes it is no. Sometimes it depends on whether your cat threw up on the bath mat. The point is you are asking the question at all.

The asking is what is exhausting you. Not the work. The hours a day of low-grade arguing with yourself about whether you should be doing something different.

Here is the fix. Pick the window. 30 minutes a day, same time. Add it to your calendar as a meeting with yourself. Show up to it whether you feel like it or not. Show up especially when you don't feel like it. That is when the showing up actually counts.

Two weeks of this and the tiredness lifts. Because it was never the work. It was the daily debate.

CTA

Screenshot this. Read it tomorrow morning before you open Instagram and forget everything I just said.

Screenshot-bait. High-save reel. Pillar: strategy.

11 DAY 11 The myth-buster

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

You've been lied to about finding your niche. Here's what they don't tell you.

CAPTION

Every guru in this industry will tell you to niche down. Pick one specific person. Speak only to her. The more specific the better. Picture her. Name her. Write her a love letter (real advice I have read).

Fine. Sure. Useful information. Here is what they leave out.

You cannot find your niche by sitting at your desk thinking very hard about it. You find it by posting for 30 days straight and noticing which posts get traction. Your niche is downstream of your posting. Not upstream.

Women spend three months finding their niche before they post a single thing. Then they wonder why they have no audience. You haven't found your niche because you have not given anyone a chance to tell you what they actually want from you yet.

Post first. Niche second. The audience tells you who you are. Not the other way around. Not the niche clarity workbook, which is genuinely a thing being sold right now somewhere as you read this.

CTA

Share this with the woman who has been working on her niche since January.

Share-driven. Reaches her friend group, which is full of women in the same trap.

12^{DAY 12}

The I almost quit today confession

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

I almost did not post today. Here is why I did anyway.

CAPTION

12 days in. My last few reels did nothing. I spent an hour this morning scrolling other people's accounts and feeling 100 miles behind a woman who's been doing this since 2021. I had a really good idea for a better kind of content. I almost gave up and started something else.

Then I remembered the rule. Around day 12 to 15 of any new project, my brain hands me a new idea and tells me the current one isn't working. It does this every single time. EVERY time. It is not a sign. It is not my intuition. It is a withdrawal symptom dressed up as inspiration.

So I muted her (sorry, it's not personal). I typed the new idea into my Notes app, titled the note Day 31 ideas, and closed the app. Then I sat down and made this reel.

If you are in this same place today, wobbling, comparing, doubting yourself, eyeing a new niche. Do the same. Mute the women you're comparing yourself to for 48 hours. Park the new idea. Post the next reel on your list.

The wall always comes down if you keep walking at it. Always.

CTA

Comment STILL HERE if you're also wobbling this week. I want to know I'm not the only one with a slightly damp coffee and a low-view reel.

Vulnerability post. Community-builder. The honest build at work.

13^{DAY 13} The tool drop

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

The 3 free (ish) tools doing 90 percent of the work behind this brand. Steal them. They're not paying me.

CAPTION

One. Notion. Free. Where I track every reel, every caption, every product idea, every deadline, every half-thought I have at 2am. ONE document. Not 14 spreadsheets. Not a calendar in iCal AND a planner in Trello AND a separate Google Doc just for ideas. One. The day I deleted the other 13 was the day I started getting things done.

Two. CapCut. Free. Every single reel on this account is made in CapCut. Not Premiere, not Final Cut. CapCut. It takes ten minutes per reel once you learn the shortcuts, which is about 90 minutes of YouTube tutorials to never have to pay for editing again.

Three. ChatGPT or Claude. Use it for first drafts, not final drafts. The voice has to be yours. But the blank-page problem disappears the second you have something to react to instead of writing from nothing.

If you're spending money on tools beyond these three, you're paying for the feeling of being a business owner. Not for the business.

CTA

Comment which tool you're actually going to use this week. And then actually use it.

Comment-driven. Lighter, practical reel. Pillar: simplicity.

14^{DAY 14} The week 2 recap

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

Day 14. Two weeks of posting every day. Here's what's actually changed.

CAPTION

Followers up by a small but real number. DMs coming in daily, when before I had none. Some days I post and nothing happens. Some days a reel does numbers I have never seen before. I cannot predict which is which. Neither can anyone else, including the women who tell you they can. That's a sales pitch, not a science.

What has actually changed is internal. I am not deciding whether to post anymore. I am just posting. That is the shift everyone tells you about and almost nobody explains how to get to. You do not get there by thinking your way there. You get there by posting through the 12 days where you wanted to quit and didn't.

If you are 14 days in alongside me, congratulations. Most women who try this never get here. Just by being here. Boringly. Quietly. With reels that some days flop.

If you are not 14 days in, day 1 doesn't care what date it is on the calendar. Start today. The plan is already written.

CTA

Comment STILL HERE if you're posting alongside me. I want to find you.

Word-based engagement CTA. No emoji.

03

Get specific.

Days 15 to 21

Call her in.

Now we call her in. By name. By feeling. By the specific way her brain works at 9.43pm on a Tuesday. The vague reels are over. From here on, every post speaks directly to the serial starter, so the women who recognise themselves convert from lurker to follower to DMer.

These posts will get fewer overall views. They will get more saves, more shares, more DMs, and more follows from the right women. Trade reach for resonance. This is where the buyers identify themselves.

15^{DAY 15} The direct callout

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

To the woman who has started 8 things and finished none of them. This one is for you. Sit down.

CAPTION

I see you. You have a Notion full of ideas. A camera roll of half-edited reels. A Canva account with 23 unfinished product mockups, all in different brand colours, none of them launched. Three separate storefronts you have started and abandoned. The most recent one has a typo in the bio that you keep meaning to fix.

Everyone in your life thinks you're ambitious. What they don't see is that you are exhausted. Not from the work. From the constant low-grade shame of starting things and not finishing them. From the silent score you keep with yourself every time you abandon another project. From the way how's the business going has become the most stressful question at family gatherings.

Here is what nobody has told you. The thing wrong with you is not a discipline problem. It is not a focus problem. It is not a mindset problem. It is not because you didn't drink enough water this morning or set the right intention.

You have never been warned about week 6. The boring middle. The point where the dopamine of starting wears off and the work becomes admin. Every previous time you quit something, that's where you quit it. And every single time, you told yourself the strategy was wrong. The strategy was not wrong. You hit the predictable wall and called it a sign.

Now you know. You can't unknow it. Next time you feel the urge to start something shiny and new at week 6, you'll recognise exactly what it is. Which means, finally, you can do something different.

CTA

Comment FINISH and I'll send you the full 90-day plan that walks you through the wall.

Lead magnet CTA. One of the strongest reels of the 30 days.

16 DAY 16

The pattern interrupt

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

If you have been doing all the right things for 6 months and nothing is working, the right things might be the wrong things.

CAPTION

Here is the hard one.

Women who tell me they've been doing all the right things usually mean: making Canva graphics, planning their feed, watching other people's reels for inspiration (you and I both know it's comparison), reorganising their Notion for the third time this month, and researching their niche.

None of that is the work. That is all admin pretending to be the work. It feels productive. It produces a sensation. But it does not produce money.

The work is: making the product. Posting the reel. Sending the cold DM. Writing the sales page. Asking someone to buy something. Five activities. That's it. If your week did not contain any of those, you did not do the work. You performed it for an invisible audience.

I know that stings. I do the same thing. I have caught myself reorganising my Notion at 4pm on a Wednesday telling myself I was building the foundation. I was not. I was hiding.

CTA

Save this if you needed to hear it. Look at your last 7 days honestly. Which were work, which were performance.

Save-bait. Sharp truth post. Establishes authority through self-awareness.

17 DAY 17

The control reframe

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

You are not building a business so you can work less. You are building one so you can stop having a 23-email exchange with HR about working from home in August.

CAPTION

Let's be honest about what you actually want here. It is not the sports car. It is not living your best life. It is not being your own boss. (Side note: have you noticed that this industry never quite explains what makes being your own boss so spectacular. It's because being your own boss mostly involves arguing with yourself, which you were already doing for free.)

It is because you want to be able to take your kid to her swimming lesson on a Thursday without filling in a form three weeks in advance. It is because you want to not ask permission to go to your dad's hospital appointment. It is because you want to say no, I'm not available to the 5pm meeting without rehearsing the email for two days first.

It is not about money. It is about control. Of your time, your calendar, your visibility, your pace. Money is the vehicle. Control is the destination.

Stop letting Instagram make you feel like you should want a sports car. You want your afternoons back. That is enough. That is more than enough. That is the entire point.

CTA

Comment with the one specific thing you would do differently with your time if you had it back.

Comment-driven. Pillar: control. Deeply resonant.

18^{DAY 18} The privacy reframe

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

You do not have to show your face. You do not have to dance. You do not have to do that trending audio with your kids. You can build this whole thing quietly.

CAPTION

Every time I post about building a digital business, a woman DMs me to say I'd love to do this but I cannot put my face on the internet.

Excellent news. You don't have to. Some of the biggest faceless accounts on this platform are run by women who never appear on camera. Voice over. Text on screen. Stock b-roll. Hands typing. A photo of a coffee. Pages of a notebook. There is an entire visual ecosystem built for women who would simply prefer not to be perceived.

The reason every guru tells you that you have to show up on camera to build trust is because they are personally good on camera, and they do not want competition from women who would be even better behind text-on-screen if they would just start.

You can build a real, full, profitable business without ever showing your face. The audience cares about whether you can help them. They do not care whether your eyebrows are even. (Mine aren't.)

CTA

Comment VAULT and I'll send you the link to the Faceless Reels Vault.

Cross-sell CTA to the £39 product.

19 DAY 19

The simplicity reframe

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

This industry has made digital marketing feel complicated on purpose. So they can charge you to uncomplicate it. Tidy little business model, that.

CAPTION

Real businesses are boring. ONE product. ONE platform. ONE audience. Repeated for long enough that it compounds into something resembling income.

That is not a sexy framework. It does not sell a premium course. So instead, the industry has built an entire economy on convincing you that you need a 47-step funnel, a 9-platform content strategy, an email sequence with 23 emails, a tripwire (still don't know what that actually is, neither does whoever sold it to you), a downsell, an upsell, a sidewaysell, and a mindset module that has nothing to do with anything.

You do not need any of this.

You need a product women want, a place they can buy it, and a way to tell them it exists. That is the whole business. Anyone selling you more than that is selling you complexity, because complexity has better margins than simplicity. They cannot charge you four figures for make the thing, sell the thing.

CTA

Comment FINISH if you're done being sold complexity. The free 90-day plan fits on a Post-it.

Lead magnet CTA. Strong angle.

20^{DAY 20} The strategy reframe

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

If your business plan depends on going viral, you don't have a business plan. You have a wish list.

CAPTION

I do love when women tell me their content strategy is I'm going to post until something goes viral. That is not a strategy. That is hoping a slot machine pays out while you put another pound coin in.

Going viral is not the goal. Building a small audience of women who actually want to buy what you're selling is the goal. 200 followers who care will outsell 20,000 followers who don't. Every single time. Without exception. The huge account with the holiday photos is often making less than the small account run by a quiet woman in Doncaster who knows her customer.

Here is the maths nobody mentions. A small number of the right people watching you, a fraction of them buying something at £11, and you have made real money from an audience most people would call too small to bother with. Do that monthly with one product. Then add a second. Then a third.

Quiet, repeatable, compounds. None of it requires going viral. All of it requires showing up for the right person, not the most people.

CTA

Save this for the next time you catch yourself obsessing over your follower count at 11pm.

Save-bait. Pillar: strategy.

21^{DAY 21} The week 3 recap

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

Day 21. Three weeks. The algorithm has officially decided I exist.

CAPTION

Three weeks in is roughly where things start to move. Before this, the algorithm watches you to see if you're going to keep showing up. After a while it starts pushing your content harder, because it now has enough to go on.

I am not at any kind of finish line. I am at the point where three weeks of unglamorous work starts showing up in the numbers properly.

Most women never get here. They post for two weeks, decide it's not working, delete the account, and start over on a new niche with a new logo and a new Notion. They have done this four times by the time you finish reading this caption. They will do it a fifth time next month.

If you are still posting alongside me, you have outlasted almost everyone who ever tries this. Just by being here. Posting reels nobody asked for. Showing up before you can prove it's going to work.

That is the actual skill. Posting before the evidence comes. Almost everyone quits waiting for the evidence to arrive first. The evidence only arrives for the women who post without it.

CTA

Comment FINISH if you want the 90-day plan that gets you here. 21 days down. 69 to go. Boringly. Brilliantly.

Lead magnet CTA. Reinforces the journey.

04

Soft sell.

Days 22 to 30

Point at the offer.

The final week and a bit. Audience is warm. They know who you are. They have watched you show up for three straight weeks. Now we point at the offer.

This is not a hard pitch. This is story-led selling. Behind the scenes. Here's what I'm building. Here's what I learnt. Here's the link if you want it. Cheeky over desperate. Always.

22 DAY 22 The behind-the-scenes

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

What building this brand actually looks like. Spoiler: it is not aesthetic.

CAPTION

It is me, at my kitchen table, in pyjama bottoms, with the third coffee of the day going lukewarm, and a tab open showing my analytics for a reel that did not do very much.

It is filming the same hook six times because the light kept shifting. It is spending 40 minutes writing a caption nobody might read. It is posting at 7am and not opening Instagram again until 6pm because the urge to refresh the view count would be funny if it weren't so undignified.

It is not glamorous. It is not in a clean white office with fresh peonies. I am doing it in a small flat with the dishwasher running and the heating on the fritz and a cat who walked across the keyboard during this caption.

And it is working. Slowly. Quietly. Boringly. Which, as it turns out, is the only way it ever works for anyone, regardless of what they post on a Sunday.

CTA

Follow if you want the honest build instead of the highlight reel. I'm doing this every day for the next nine weeks.

Trust-building. The honest build pillar.

23^{DAY 23} The lesson story

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

I almost bought a product I did not need this week. Here is the lesson.

CAPTION

I caught myself with the checkout page open. About to buy a course on how to grow on Instagram in 30 days. I am literally 23 days into growing on Instagram in 30 days. I do not need the course. I am DOING the thing.

But the urge was there. Because my reach was slow that morning. Because I'd had a low-view reel the day before. Because someone in my DMs had mentioned the course and the recommendation triggered the oh, maybe THIS is the missing piece response.

That response is the one that has quietly cost you a fortune across every previous attempt. The maybe THIS is the missing piece. It is almost never the missing piece. The missing piece is finishing what you already started.

I closed the tab. Made a reel instead. The reel did fine. The money stayed in my account. Quietly thrilling.

CTA

Comment SAME if you've also caught yourself about to buy something to procrastinate on the thing you're already building.

Word-based engagement CTA. No emoji. Community-builder.

24^{DAY 24} The product post

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

I built something for the woman who has tried to post consistently 8 times and quit by week 2 every time.

CAPTION

It's called The 30 Day Finisher. £11. 30 finished reels. One a day. Hook, caption, CTA, all written for you in voice. Copy. Paste. Post.

It is specifically the product I wish someone had handed me 8 attempts ago. You don't have to think. You don't have to write. You don't have to find your voice (a phrase I have come to mildly hate, by the way). You just post the next reel on the list.

It is £11 because £11 is the price that gets it out of the way. Not the price where is this worth it becomes a 20-minute internal debate. Not the price where you need to ask your partner. £11 is a coffee and a sandwich, except this one stays useful for 30 days.

If you have been wanting to post consistently and your bottleneck is the writing, this is the one.

CTA

Comment POST and I'll send you the link.

Product CTA. Direct.

25^{DAY 25} The proof post

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

What 25 days of consistent posting has actually got me. The real, unflattering, surprisingly small numbers.

CAPTION

Being honest. Followers up by a real but modest number. DMs coming in daily, where I had none before. Email subscribers from the free Starter Kit. Saves across my reels, steadily.

Is this going viral? No. Will it be enough to quit my job at day 90? No. Will it be enough to have a real, working, selling digital business by day 90? Yes.

I am not selling you the big month story, mostly because I cannot, but also because if I could I'd probably still be lying. I am selling you the honest build. The boring rule that beats everyone. Small numbers, compounding, week after week, until six months from now your account looks completely different and you cannot pinpoint when it shifted.

It shifted when you stopped quitting. That is the only thing that ever has to happen. The numbers do the rest if you give them the runway.

CTA

Comment FINISH if you want the free 90-day kit that walks you through this exact process.

Lead magnet CTA. The honest build as competitive advantage.

26^{DAY 26} The decision post

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

The day I decided to stop renegotiating the decision was the day everything got measurably easier.

CAPTION

I committed to 90 days. I wrote it on a Post-it. I stuck it to my laptop, where I would have to look at it every time I opened my emails to procrastinate. I told three people I was doing it, picking the three least likely to let me off the hook. Then I stopped asking myself whether I was going to keep going.

Not because I always felt like working. I did not. Not because I always believed it was going to work. I did not. But because I'd taken the decision off the daily agenda. It was not do I work today. It was what's the next thing on the list. Entirely different question. Much less exhausting answer.

If you are on the fence about doing this, that is your sign. You are not going to think your way to clarity. You are going to commit to a date 90 days away and let the work give you the clarity in retrospect.

Decision first. Clarity second. That order. Always. Reverse it and you stay on the fence for another three years.

CTA

Drop the date 90 days from today below if you're committing publicly. I will hold you to it. Affectionately.

Public commitment CTA. Drives engagement and converts lurkers.

27^{DAY 27} The DM post

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

Last week a woman messaged me and said you're the first account I've followed in a year that hasn't tried to sell me a four-figure course. I actually got slightly emotional about it.

CAPTION

Because that is exactly why I am doing this.

The reason this whole industry has lost women's trust isn't because the products don't work. Some do. The reason is because the marketing is brutal. Manipulative urgency. Fake scarcity. Only 3 spots left on a course that has unlimited digital copies. Pressure tactics designed to short-circuit your decision-making. Screenshots from launches that never actually launched. Women buying things in a state of overwhelm and quietly regretting it 48 hours later, then feeling like idiots for being taken in.

You were not taken in. You were marketed at, expertly, by people who knew exactly which buttons to press. That's not your failure. That's their job. And they are very good at it.

I am building a brand that doesn't do that. Slow. Honest. Real prices. Real timeline. Real numbers. If a woman buys something from me, I want her to feel good about it three months later. Not embarrassed she fell for it.

CTA

Follow if you're tired of being marketed at and would like to be talked to instead. Like a person.

Follow CTA. Tribal post. Defines the brand.

28^{DAY 28} The consistency post

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

Day 28. 28 consecutive days of posting. I have officially become the version of me I have been trying to be for four years.

CAPTION

Here is what I genuinely did not see coming. The biggest change after 28 days is not the followers, or the DMs, or the email list. Those are all real, but they're not the main thing.

The main thing is that I have rewired my own brain. I no longer dread posting. I no longer work up to it. I no longer spend 90 minutes refining a hook before I press record. I just film, write, post, close the app, get on with my day. Posting has gone from a thing I have to mentally prepare for to a thing I do, like brushing my teeth.

This is the actual prize of consistency. Not the algorithm boost. Not the audience growth. The fact that the resistance, the friction, the 47-step mental warm-up, all disappear. You become a woman who posts. Not a woman who is trying to be a woman who posts.

That shift is worth more than any course you'll ever buy. And the only way to get it is the way I got it. By posting through the days when you really, really did not want to.

CTA

Save this. Read it on the days you don't want to post.

Save-bait. No product mention. Honest reflection.

29 DAY 29 The objection handler

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

I cannot afford it is rarely about the money when the thing costs £11. Let's talk about what it's actually about.

CAPTION

If £11 is genuinely outside your budget right now, that is fine. The free 90-day Starter Kit gives you the plan. You do not need the product. Go and get the kit. Build your own posts. I will be here when you are ready. No hard feelings.

But if you've spent more than £11 on courses, books, planners, journals, business mentorship calls, or oat milk lattes in the last 12 months, and none of them got you posting consistently for 30 days straight, then the affordability conversation is not really about affordability.

It's about belief. You do not believe an £11 product can solve your problem because you have been trained to think problems require four-figure solutions. They do not. Sometimes the cheap product is the thing that breaks the cycle, precisely because there is no excuse not to use it. Expensive products live on a shelf. £11 products get used.

I built it cheap because I wanted it to be the thing you actually buy AND open. Not the thing you buy and feel bad about.

CTA

Comment POST if you want the link.

Direct sales CTA. Handles the most common objection.

30^{DAY 30} Day 30.

HOOK • ON-SCREEN TEXT, FIRST 2 SECONDS

30 days. 30 posts. I have done what I have not done before in my life. I finished something.

CAPTION

I am sat here, at the same kitchen table, in the same pyjama bottoms (different pair, in fairness), with another lukewarm coffee, looking at a calendar with 30 green ticks in a row on it.

I have built a digital product. I have launched it. I have posted every single day for 30 days. I have an audience. I have a list. I have proof. I am no longer a serial starter. I am, technically, a finisher.

And the only thing that changed was that I stopped quitting at week 2.

If you started this 30 days ago alongside me, look at your own calendar. Look at the green ticks. Look at what you have built. You are allowed to feel proud. You are allowed to admit you weren't 100 percent sure you'd make it.

Now the real work starts. Day 31 is when most women quit. They get to the finish line and call it done. Day 31 is when you do it AGAIN. Another 30. Then another 30. That is the whole game.

I'll be here. Building. Honestly. Loudly. Boringly. Forever. Come with me. Bring lukewarm coffee.

CTA

Comment POST if you want the next 30 days laid out for you the same way. Or comment FINISH for the free 90-day kit if you haven't grabbed it yet.

Dual CTA. Closes the arc.

05

What now?

After day 30

Where to go from here.

You have made it to the end. Which means you've either read this in one sitting because it's exciting, or you've worked your way through 30 days of posting and you're back to find out what comes next. Either way, here it is.

If you haven't posted yet.

Start tomorrow. Day 1. Take the first post, put your own details in it, and publish. Do not wait for the right time, because there isn't one. Do not rewrite the whole thing from scratch, because that's procrastination wearing a productivity costume. The whole product is built around the principle that you finish the thing in front of you, not the version your brain wants to invent.

If you've done all 30 days.

First, you should be properly proud. You've done the thing you've never done before, and that is the actual foundation of every digital business that has ever worked. Take a beat. Tell someone. Pour yourself something nicer than the lukewarm coffee.

Second, the work does not stop at day 30. It starts. The first 30 days build the habit. The next 60 build the business. If you stop at day 30, you'll be exactly where you were 31 days ago in another six weeks. You must keep going. Boringly.

Your next step.

Pick where you are. Don't buy everything. Pick the next one.

-
- 01** **The free 90-day plan.** If you haven't got it yet, get it. Comment FINISH on any of my Instagram posts. It's the structural plan this product fits inside.
-
- 02** **PRISM AI.** If your bottleneck has moved from I don't know what to post to I don't know what to write for my own product or sales page, this is the one. Pre-built AI bots that write in your voice. Trigger PRISM. This one isn't mine. I recommend it because I use it, and I earn a commission if you buy through my link.
-
- 03** **The Claude CEO.** If you're ready to build the whole engine, content, sales, ops, the lot, run by AI. £267. Trigger CEO.
-
- +** **Or nothing at all.** Sometimes the next step is not another product. It's another 30 days of doing what you just did. Most women buy too many products too early. If this is the right thing for the next 30 days too, do it again. Day 1. Same arc. It will perform differently the second time, because your account is different.
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Most products like this get bought and never used. If you actually used this one, send me a DM and tell me. I read every message and I want to see what you built. And if you posted all 30 days, send me the words I finished. Just those two. I'll be properly emotional about it. Genuinely.

**You don't need a new
strategy.
You need to finish the one
in front of you.**

Lisa x

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