SECOND FINANCIAL LIFE

Your Experience to Income Starter Kit

Turn what you know into one offer you can test.

With Ogbo Awoke Ogbo

For experienced professionals, business owners and leaders who want fresh income and a useful next chapter.

A business starts with four clear answers

AUDIENCE
Who needs your help?

OFFER
What useful result will you deliver?

MESSAGING
How will you explain its value?

TRAFFIC
How will the right people find you?

Spend about 20 minutes on your first draft. Start on page 2, then complete your one-page plan on page 7. Pages 5 and 6 help you take it online.

Choose a useful strength

Years of work, service and problem-solving can be the starting point. Choose work you can deliver well and still enjoy.

What have you done often enough to help someone else?

What do people already ask you to explain or solve?

What work fits your energy, interests and available time?

COPY PROMPT 1 | Find my useful experience

Act as a practical business coach. My experience is [roles and years]. People ask me for help with [problems]. I enjoy [work] and can give [hours] a week. Suggest three small services I could credibly deliver. For each, name one buyer, one problem and one useful result. Mark assumptions. Ask me one question to help me choose.

Use one ChatGPT conversation for all six prompts. Replace the brackets with your own details. You can answer the questions on paper instead. Leave out private client information.

Choose one useful strength to carry forward. You can refine it after speaking with people who might buy.

Find a problem worth solving

Start with people you can reach. A helpful conversation gives you better evidence than an impressive market estimate.

COPY PROMPT 2 | Find a buyer I can reach

My possible service is [idea]. Suggest two narrow groups I can reach through [my network or community]. For each, name a pressing problem, what they may use now and three questions I should ask them. Separate guesses from facts. Do not invent market data. Help me choose one group to speak with first.

Ask three real people

1. When did this problem last happen, and what did it cost you in time, money or frustration?

2. What have you tried or paid for already?

3. What would a useful solution need to do?

One specific group I can reach

Their actual words about the problem

Look for repeated problems and action people already take. Compliments show interest; a paid pilot gives stronger evidence of willingness to pay.

WORKED EXAMPLE | Hypothetical, not a client result

A retired HR manager speaks with small business owners who struggle to help new supervisors give clear feedback.

Make a small promise you can keep

Choose a result you can help deliver with clear boundaries. A first paid pilot lets you learn before building a large course.

COPY PROMPT 3 | Shape a small paid offer

For [buyer] struggling with [problem], help me design one small paid service using [my experience]. Propose the result, exact deliverable, format, time needed, what is excluded and a test price in [currency]. Explain the price assumptions and likely costs. Keep it within [hours per week]. Do not promise earnings or results I cannot control.

The useful result and exactly what the buyer receives

How I will deliver it and what is outside the scope

My test price and estimated delivery time

Check the numbers before you invite a buyer

Test price - delivery and payment costs = money left before other expenses and tax. Allow for the value of your time. Ask what buyers pay for alternatives; treat an AI price as a proposal.

WORKED EXAMPLE | Continuing the HR idea

A 90-minute online session for up to four new supervisors, a feedback conversation guide, and one follow-up email. The pilot tests the format and price; it does not promise a rise in profits.

Make it easy to understand and respond

Messaging connects the buyer to the offer. Traffic means putting that message where suitable people will actually see it.

Make the value specific

Broad: I offer leadership training.
Clearer: I help new supervisors in small businesses prepare and practise a clear feedback conversation with their staff.

COPY PROMPT 4 | Write a clear invitation

My buyer is [buyer], their problem is [problem], and my offer is [offer and test price]. Write one plain sentence explaining the offer and a warm 60-word invitation to discuss a paid pilot. Use my natural voice. End with one easy next step. Do not invent proof or use pressure.

A conversation can be your first traffic source

Choose one place where you already know suitable people: a professional group, a business network, or personal introductions. Follow the group rules and ask before sending links.

A SIMPLE FIRST MESSAGE

Hi [name], I am exploring a short session to help [buyer] with [problem]. I know you work with this group. Could I ask you a few questions about how this shows up in practice? A 10-minute conversation would help me shape something useful.

The one channel I will use first

Three people I can invite to a conversation

Give interested people a next step

Your first online system needs a signup page, a useful download and a welcome email. Build a simple version after you have chosen your buyer and offer.

1 Signup page

Explain the free resource and collect an email address.

2 Thank-you page

Let the person download the resource immediately.

3 Welcome email

Send the link again and invite one useful reply.

COPY PROMPT 5 | Draft my signup pages

Using my offer and buyer above, suggest one useful one-page checklist I can genuinely create. Draft a signup headline, two benefit bullets and a button. Then draft a thank-you message with [DOWNLOAD LINK] and one next step toward my offer. Ask for email and optional first name. Clearly explain any follow-up emails. Use only truthful claims.

COPY PROMPT 6 | Write my welcome email

Write a short welcome email for someone who requested [checklist]. Give it a clear subject, include [DOWNLOAD LINK], tell them the first action to take, and ask one useful question about their problem. Sign it [my name]. Make it warm and easy to read. Do not imply they have bought anything.

Keep the tools simple

Use ChatGPT to help draft. Use Systeme.io for the pages and email delivery. Create the promised checklist before inviting subscribers. Review every claim and link yourself.

When someone wants the paid offer, agree the scope, price and delivery date, then use a payment service available to you. Test payment and delivery before sharing a paid checkout.

Your test: sign up with your own email, open the download, receive the welcome email and reply. A working system still needs the right people to visit it.

My one-page income plan

Complete this in your own words. A clear first draft is enough to begin a conversation.

AUDIENCE | I help this specific group with this problem

OFFER | They receive this useful result and deliverable

MESSAGING | My offer in one clear sentence

TRAFFIC | I will reach people here and invite this next step

PRICE AND DELIVERY | Price, costs, format and time needed

MY NEXT TEST | Who I will speak with and what I need to learn

WITHIN 48 HOURS | One action and a date

These four parts support new sales. You also need a reliable way to take payment, deliver the work and cover your costs.

Take one real step this week

Keep the test small enough to fit your life. Let real conversations help you improve your idea.

Days 1 and 2

Complete your plan. Invite three suitable people to a short conversation.

Days 3 and 4

Listen, record their words and refine one offer. Where there is interest, discuss a clearly priced pilot.

Days 5 to 7

Put your message and next step online. Test the signup and email. Review the response before spending more.

What did I learn and what will I change?

Want help applying this to your own life?

Second Financial Life private coaching is for experienced people, especially those aged 60+, who want personal help with their next financial chapter.

The work can include finding funds to put to work, developing and testing an income offer, and planning a more resilient financial future. We begin with your actual circumstances.

Explore Second Financial Life private coaching

Keep showing up. Your story isn't finished. There's room in your life for another beginning.

Use the kit on paper or type into its fields in a PDF reader that supports forms. Save a copy to keep your answers. AI drafts and examples are starting points; the kit does not guarantee income.