

BUSINESS IN A BOX

START HERE

Your Complete Road Map

Understand the system. Follow the steps.
Build a digital product business you can repeat.

READ ON PHONE, TABLET, OR COMPUTER

A desktop or laptop is recommended for building your product and funnel.

Created by Mr. Mike

Before You Build Anything

This guide gives you the complete picture first, so every action you take later has a clear reason behind it.

You are not about to jump into random software, paste disconnected prompts, or build a product without understanding where it fits. You are going to follow one organized path from an audience problem to a completed digital product, a working sales system, and a plan for bringing the right people to it.

That matters because most beginners do not fail from a lack of effort. They fail because they receive fragments: make a PDF, start an email list, build a funnel, post content, and use artificial intelligence. Nobody shows them how those pieces connect. This package connects them for you.

YOUR JOB RIGHT NOW: Do not rush ahead. Read this entire Start Here guide once. By the end, you should understand the complete journey even if you have never used ChatGPT, built a product, or sold anything online.

What this system will help you do

- Choose a useful problem that a specific group of people wants help solving.
- Turn your knowledge or research into a digital product such as a guide, workbook, checklist, template, or prompt pack.
- Use ChatGPT as an assistant to think, organize, draft, review, and troubleshoot without letting it replace your judgment.
- Build a simple sales and delivery system so people can learn about the product, purchase it, and receive it.
- Create content that introduces the problem and solution instead of waiting for a platform to pay you for views.
- Improve the system using real feedback and repeat the process for future products.

You do not need to memorize everything. The guides are numbered, the prompts are written for you, and every major section ends with a checkpoint. Your goal is simply to complete the next clear step.

A Quick Note From Mr. Mike

I did not create this because I believe there is a magic button that turns a social media account into a business. I created it because I have spent years learning what works, what wastes time, and how quickly an income stream can change when it depends on a platform you do not control.

My online journey started long before this package. I have created content, taught social media strategies, earned affiliate commissions, and generated income through creator-reward programs. I have also grown a large TikTok audience by making practical tutorials that show people the steps instead of talking around the answer.

Those experiences gave me wins I am grateful for, but they also taught me some uncomfortable lessons. Views can rise and fall without warning. A platform can change what it promotes, what it pays, or what it considers eligible. A video can reach hundreds of thousands of people while another useful video barely moves. Hard work matters, but hard work alone does not give us control over someone else's platform.

THE BIG LESSON: An audience is valuable, but views alone are not a business. A stronger position begins when you create something useful that you own and give your audience a clear way to buy it.

Why I believe I can help you

I know what it feels like to learn by doing, to make mistakes in public, and to rebuild when the results change. I also know that most people do not need another loud promise. They need the process explained in plain language, in the correct order, with enough detail to actually finish.

That is what I want this package to be: the guidance I would want sitting beside me while I build. I will not promise you a specific income, pretend the work disappears, or tell you every product will sell. I will give you an organized system, practical tools, and clear instructions. You will bring the experience, effort, honesty, and willingness to improve.

This is not about me proving what I know. It is about helping you shorten the learning curve and build something that serves your audience well.

What You Are Actually Building

You are creating more than a file. You are building a small, connected customer journey.

A digital product is information, instruction, or a useful resource delivered electronically. It might be a PDF guide, workbook, checklist, template, prompt collection, planner, mini-course, or a bundle of several items. The format is not the starting point. The problem it helps solve is the starting point.

Your finished business will have five connected parts:

1. A specific audience. You need to know who you are helping. “Everybody” is too broad. A clear audience makes every later decision easier.
2. A meaningful problem. The product should help someone save time, avoid confusion, complete a task, make a decision, or reach a realistic outcome.
3. A useful product. Your product organizes the solution into a format the customer can understand and use.
4. A simple buying and delivery system. A page explains the offer, a checkout accepts payment, and an email or download page delivers the product.
5. A traffic plan. Your content introduces people to the problem, earns attention, builds trust, and directs interested viewers toward the next step.

A PRODUCT WITHOUT TRAFFIC may sit unseen. TRAFFIC WITHOUT AN OFFER may create views without dependable income. This system teaches you how to connect both sides.

A simple example

Audience: Busy parents who struggle to plan affordable weeknight meals.

Problem: They waste time deciding what to cook and overspend at the store.

Product: A four-week meal plan with shopping lists and preparation notes.

Sales system: A clear page, checkout, and automatic PDF delivery.

Traffic: Short videos showing meal-planning mistakes, quick tips, sample meals, and grocery-saving ideas.

The niche can change, but the structure remains the same. That is why this system can work for educators, hobbyists, service providers, creators, coaches, parents, professionals, and people with practical life experience.

The Customer Journey From Content to Delivery

Before learning the software, understand what the customer experiences. This prevents you from building pages and emails that feel disconnected.

1. They discover you. A social post, search result, recommendation, or shared link introduces them to a problem you discuss.
2. They recognize themselves. Your message describes a struggle, question, or goal they already care about.
3. They take a small next step. They may visit your profile, read more, join your email list, or download a free resource.
4. They learn about your paid solution. Your sales page clearly explains who the product is for, what it includes, and how it helps.
5. They decide. The customer evaluates the value, price, trust, fit, and effort required. Some people buy; others do not. That is normal.
6. They complete checkout. A payment provider securely processes the transaction.
7. They receive the product. The system sends the correct email or opens the correct download page without requiring you to respond manually.
8. They use it. Clear organization, readable design, and actionable steps help them get value from what they purchased.
9. You learn and improve. Questions, customer feedback, page results, refunds, and sales patterns show you what needs clarification.

YOUR CONTENT DOES NOT FORCE A SALE. Its job is to reach the right person, communicate clearly, and offer a sensible next step. The customer chooses whether the solution fits.

This package will walk you through both sides of the journey: the work the customer sees and the systems operating behind it. You will test the complete path before sharing it publicly.

Why We Use ChatGPT and Other Tools

Each tool has one job. Understanding those jobs keeps the process simple.

ChatGPT	Helps you think, research carefully, organize ideas, draft content, revise writing, create checklists, and troubleshoot. You remain the decision-maker.
Systeme.io	Holds your pages, email list, checkout, automated messages, and product-delivery steps in one connected system.
Canva or an image tool	Creates covers, product mockups, page graphics, and simple branded visuals. Fancy design is optional; clarity is required.
Stripe or PayPal	Processes customer payments. These services handle payment details; you should never collect card numbers yourself.
Cloud or computer storage	Keeps organized copies of your drafts, final files, images, links, and backups so your business is not trapped inside one app.

Why ChatGPT comes first

ChatGPT helps us turn vague thoughts into organized decisions before we spend time building. It can ask questions, compare choices, suggest structures, and draft material. We use it throughout the process because a clear plan makes the later tools easier to use.

However, ChatGPT can be wrong, generic, or overly confident. You must review its work, add your real experience, remove claims you cannot support, and make sure the final product genuinely helps. Think of it as a fast assistant—not an automatic expert and not the owner of your business.

Read Anywhere. Build More Easily on a Computer.

Every guide in this package is designed to be read on a phone, tablet, desktop, or laptop. You can study lessons, copy prompts, answer ChatGPT's questions, and complete much of the planning directly from your phone.

For production work, a desktop or laptop is the preferred method. A larger screen makes it easier to compare instructions, manage files, format documents, build pages, connect payments, and test your customer experience. Many of these tasks are possible on mobile, but possible does not always mean comfortable.

Read guides	Excellent	Excellent
Use prompts and plan	Excellent	Excellent
Write and revise content	Good	Preferred
Format a PDF	Possible	Recommended
Design graphics	Possible	Recommended
Build Systeme.io pages	Possible	Strongly recommended
Connect and test systems	Test mobile	Build and test

NO COMPUTER? You can still begin. Use the phone-friendly steps, save often, and move slowly. When a task will be significantly easier on a computer, the guide will warn you before you start.

Labels you will see

- **PHONE FRIENDLY:** Comfortable to complete on a mobile device.
- **EITHER DEVICE:** The experience is similar on mobile and computer.
- **COMPUTER RECOMMENDED:** Mobile may work, but a larger screen will save time.
- **COMPUTER STRONGLY RECOMMENDED:** Detailed setup or design work may be frustrating on a phone.

The Nine Files in Your Package

Complete these in order the first time. Later, return directly to the file you need.

1. START HERE - Complete Road Map. Understand the business, tools, customer journey, expectations, and correct order of work.
2. ChatGPT for Complete Beginners. Create your account, start and name chats, use prompts, upload files, request corrections, save answers, and protect private information.
3. Find and Validate Your Product. Define your audience, identify problems, research demand, compare ideas, and choose one practical offer.
4. Create Your Digital Product. Build the outline, write the content, add experience and examples, edit it, format it, and complete quality checks.
5. Build Your Funnel. Create your pages in Systeme.io, connect email, configure checkout and payment processing, deliver files, and test every link.
6. Sell and Launch. Position the offer, choose a sensible starting price, write the sales message, plan emails, create content, and launch honestly.
7. Troubleshoot and Repeat. Diagnose unclear products, broken links, weak pages, email problems, low conversions, and common ChatGPT mistakes.
8. Prompt Vault. Copy the correct prompt into a fresh ChatGPT conversation for each major job, then answer its questions with your information.
9. Checklists and Worksheets. Track progress, record decisions, test the customer journey, and keep important business details organized.

IMPORTANT: The Prompt Vault is not a replacement for the guides. The guide teaches you what the prompt is doing, how to judge the answer, and what to do next. Use them together.

At the end of each main guide, you will find a completion checkpoint. Do not move forward because you are excited to see the next tool. Move forward when the required work is saved and the checkpoint is complete.

The Same Clear Pattern Every Time

You should never have to guess whether you missed something. Every important lesson follows the same structure so you know what is happening before you click, paste, upload, or publish.

1. What you are doing. A plain-language explanation of the task.
2. Why it matters. The reason this task belongs in the larger system.
3. What you need. The files, account, decision, or information to prepare.
4. Device recommendation. Whether a phone works well or a computer is preferred.
5. Exact instructions. One action at a time, in the correct order.
6. What you should see. A checkpoint to confirm the step worked.
7. If your screen looks different. Alternate wording or navigation guidance when software changes.
8. Save your work. The file name, folder, chat, or link you should keep.
9. Next step. A direct instruction telling you exactly where to continue.

How to use a copy-and-paste prompt

1. Open the ChatGPT conversation named in the lesson.
2. Copy the complete prompt from the highlighted prompt box.
3. Replace any bracketed text, such as [YOUR NICHE], with your information.
4. Paste the prompt into ChatGPT and send it.
5. Answer the follow-up questions honestly and with as much useful detail as you can.
6. Review the result. Ask for changes when something is inaccurate, confusing, or does not sound like you.
7. Save the approved result where the lesson tells you to save it.

A PROMPT is simply an instruction you give ChatGPT. Better context usually produces a more useful answer, but you are always allowed to say, “Explain that more simply,” or “Ask me one question at a time.”

What This System Can and Cannot Do

This system is designed to remove confusion, organize the work, and help you create faster than starting from a blank page. It cannot guarantee sales, views, followers, or a specific amount of income.

Your results will depend on factors no guide can fully control: the usefulness of your idea, the accuracy and quality of your product, the audience you reach, the clarity of your offer, your pricing, your content, your consistency, the trust you build, and your willingness to improve after receiving feedback.

This system can help you:

- Turn scattered knowledge into an organized product plan.
- Avoid many common setup mistakes and unnecessary software expenses.
- Use ChatGPT with stronger instructions instead of asking vague questions.
- Create pages, emails, graphics, and delivery steps in a logical order.
- Test the experience before a customer finds a broken link.
- Build a repeatable process that becomes more familiar with each product.

This system cannot:

- Make a weak or copied product valuable simply by formatting it nicely.
- Replace your judgment, knowledge, experience, or responsibility to verify claims.
- Force an audience to care about an offer or guarantee that content will receive reach.
- Perform every action automatically while you do nothing.
- Promise fast money or remove the normal uncertainty involved in running a business.

THIS IS FOR YOU if you are willing to learn, make decisions, complete the steps, publish something useful, listen to your audience, and improve. It is not for someone looking for a button that produces money by tomorrow.

A realistic first goal is not “replace my income instantly.” A stronger first goal is: choose one real problem, complete one useful product, build one working customer path, test it carefully, and begin showing it to the right people.

Privacy, Accuracy, and Responsible Use

You will use online tools and share information with ChatGPT during this process. Use good judgment. The convenience of a tool never removes your responsibility to protect sensitive information and review what it produces.

Never paste or upload:

- Passwords, security codes, private account-recovery information, or complete login credentials.
- Customer card numbers, banking details, Social Security numbers, or other highly sensitive personal data.
- Private customer conversations or records unless identifying information has been removed and you have the right to use them.
- Paid material, copyrighted content, or confidential business information you do not own or have permission to use.

Always review before publishing:

- Facts and claims: Confirm dates, statistics, quotations, health claims, legal statements, financial guidance, and anything that could affect a person's safety or money.
- Originality: Use research to learn, not to copy another creator's product, wording, design, or brand.
- Customer expectations: Make sure your sales page matches what the buyer actually receives.
- Links and files: Open every button, download every file, and test the complete experience on phone and computer.
- Policies: Provide clear refund, privacy, contact, and terms information appropriate for your business and location.

WHEN THE STAKES ARE HIGH, get qualified help. ChatGPT and this package are educational tools, not substitutes for an attorney, accountant, medical professional, or other licensed expert.

Create backups as you work. Keep the original editable file, the final customer file, your images, your product description, and your important links in an organized folder you control.

Create Order Before You Create Content

A simple folder system prevents lost drafts, broken links, and the panic of not knowing which version is final. Create one main folder named after your business or product. Inside it, create the folders below.

1. 01 - BUSINESS FOUNDATION
Audience notes, Business Context Capsule, brand information, important decisions, and account links.
2. 02 - PRODUCT RESEARCH
Problem lists, audience questions, competitor observations, validation notes, and selected product idea.
3. 03 - PRODUCT DRAFTS
Outlines, rough drafts, revisions, worksheets, and material still being reviewed.
4. 04 - FINAL PRODUCT
The approved customer-ready files. Do not place unfinished drafts here.
5. 05 - BRAND AND IMAGES
Logos, colors, covers, mockups, screenshots, page graphics, and original image files.
6. 06 - FUNNEL AND EMAIL
Page copy, URLs, checkout details, delivery instructions, email drafts, and automation notes.
7. 07 - SALES AND CONTENT
Hooks, posts, scripts, launch plan, offer descriptions, and promotional images.
8. 08 - TESTING AND BACKUPS
Test results, customer-experience checklist, dated backups, updates, and previous final versions.

FILE-NAMING RULE: Use names that tell you what the file is without opening it. Example: “Meal_Plan_Guide_v03_DRAFT” and “Meal_Plan_Guide_FINAL_2026-10-14.” Avoid names such as “new one,” “final final,” or “document 7.”

You may create these folders on your computer, Google Drive, iCloud Drive, Dropbox, or another storage service you trust. The location matters less than using it consistently and keeping a backup.

Twelve Steps From Idea to Improvement

1. Define the audience. Identify the specific person you want to help and the situation they are in.
2. Find the problem. Collect repeated questions, frustrations, desired outcomes, mistakes, and tasks the audience struggles to complete.
3. Research and validate. Look for evidence that people actively care about the problem. Validation reduces guessing; it does not guarantee sales.
4. Select the product. Choose a focused solution you can create responsibly with the time, experience, and tools available.
5. Plan the transformation. Define what the customer knows, has, or can do after using the product that they could not do as easily before.
6. Create the product. Outline, draft, add examples, review accuracy, improve usefulness, format, and complete the final quality check.
7. Build the offer. Decide what is included, who it is for, who it is not for, what it costs, and how to describe it honestly.
8. Build the funnel. Create the pages, checkout, emails, delivery system, policies, and customer support path.
9. Test everything. Complete the journey as if you were a customer on both phone and computer. Fix every confusing or broken step.
10. Create traffic content. Publish useful messages around the audience's problem, questions, beliefs, mistakes, and desired results.
11. Launch and observe. Make the offer available, answer questions, track what happens, and avoid changing everything after one quiet day.
12. Improve and repeat. Use feedback and results to strengthen the product, message, pages, and future offers.

DO NOT BUILD ALL TWELVE STEPS AT ONCE. The package breaks this road map into smaller assignments. Complete the step in front of you, save it, check it, and then continue.

What to Do Immediately After This Guide

Your first day is about preparation, not racing to publish. Completing these actions now will make every later guide easier.

1. Finish reading this guide. Do not stop after the exciting sections. The expectations and safety instructions are part of the system.
2. Choose your primary building device. Use a desktop or laptop if available. Keep your phone nearby because you will eventually test the mobile customer experience.
3. Create the eight workspace folders. Use the exact folder structure on the previous page or adapt the names while keeping the same purposes.
4. Save all nine package files together. Do not leave downloads scattered across messages, email, and temporary folders.
5. Open the master checklist. Mark “Start Here guide completed” only after finishing the readiness check below.
6. Continue to Guide 02. ChatGPT for Complete Beginners will show you how to create an account, use prompts, organize chats, upload files, and request better answers.

Start Here completion check

- I understand that I am building a product, a customer journey, and a traffic plan—not merely a PDF.
- I understand why ChatGPT, Systeme.io, design tools, payment processors, and storage each have different jobs.
- I know the guides are readable on mobile, but a computer is preferred for product and funnel construction.
- I understand that the system provides structure and assistance, not guaranteed income or automatic sales.
- I created an organized workspace and know where my drafts, final files, images, funnel copy, and backups belong.
- I am prepared to review facts, protect private information, test my work, and improve it using feedback.

WHEN EVERY STATEMENT ABOVE IS TRUE, you are ready for Guide 02: ChatGPT for Complete Beginners.

One step at a time. Build it clearly. Test it carefully. Make it useful.