

30 DAY CHALLENGE BOOK



Welcome!

I'M VANESSA

When I started I had no skills beside writing but I had no idea how to use that skill to make money. I kept having to check numerous websites and leave disappointed because I did know what to do. Then the overwhelm set in. This is where this book comes in to help you make sure you make the best of everything and achieve your goals as soon as possible.

Find Us On

vanessagowora.com

[tiktok.com/heyvanessagowora](https://www.tiktok.com/heyvanessagowora)

Your challenge

starts now

This 30 day challenge book was designed to give you a clear roadmap to achieving your goals in 30 days. Each day make sure you do what is asked of you so that by the end of the 30 day challenge you would have achieved your goal.



30 days challenge

WEEK ONE

CHOOSE & VALIDATE YOUR SKILL

01-02

✓ DAY 1-2: PICK A SKILL (FROM THE SKILL LIST)

There are 50 skills to choose from. Just pick one. Some skills bridge into each other like sales psychology and the other skills or digital marketing and high affiliate programs.



03

✓ DAY 3: RESEARCH DEMAND (WHO NEEDS THIS?)

Is there a demand for your product? A gap in the market. Is there competition? Can you make money from this? Is it seasonal, locational or yearly and attracts a lot of people.



04

✓ DAY 4: FIND PROFITABLE ANGLES (PRODUCTS, SERVICES, CONTENT)

What is your unique selling proposition? What can make you stand out and make money online? What is your story? Why are you different? How will you help in a unique way?



05

✓ DAY 5: VALIDATE IT (ASK PEOPLE, TEST ON SOCIAL MEDIA)

Either use CHAT GPT or validate it on social media. if you still aren't sure then validate it on social media by using polls, questions and answers, carousels etc



06

✓ DAY 6: IDENTIFY YOUR TARGET AUDIENCE

Who is your target audience? How old are they? What is their income bracket, problem, pain point, desires, demographic, location, relationship status, faith etc



07

✓ DAY 7: DEFINE YOUR OFFER & PRICING

What will you be selling? An ebook, mini course, email course, flagship course etc, how will you price it? Low tier, medium tier or higher tier?



OUTCOME

You know what to offer and who will pay for it



30 days challenge

WEEK TWO

BUILD AN ONLINE PRESENCE & AUTHORITY

08

✓ DAY 8: CREATE A SIMPLE PORTFOLIO (EVEN IF YOU HAVE NO CLIENTS)

Create a simple portfolio on either Wordpress, Framer, Carrd, or using Hostinger AI to showcase who you are



09

✓ DAY 9: SET UP A LANDING PAGE OR BASIC WEBSITE

You also need to start creating your digital footprint so create a basic website about who you are, your story, a blog with a few posts, home page and the portfolio, or your services



10

✓ DAY 10: WRITE YOUR FIRST "AUTHORITY" POST (EDUCATE OR SHARE A TIP)

When starting out you need to have at least 5-10 posts and one of the posts should be an authority one where you offer tips or advice.



11



✓ DAY 11: PICK 1-2 SOCIAL PLATFORMS TO FOCUS ON

Pick one to two social media platforms. The one you pick depends heavily on your demographics i.e Gen Z - TikTok, Millennials - Instagram, Stay at home moms and Dads - Pinterest, Business professionals - LinkedIn

12

✓ DAY 12: START SHARING CONTENT AROUND YOUR SKILL

Post on you chosen platforms around the skills you chose. Be consistent and track this for 30-60 days to keep yourself motivated.



13



✓ DAY 13: BUILD A LEAD MAGNET (FREEBIE TO ATTRACT CUSTOMERS)

Create a lead magnet as a way to hook people in for example you are helping with AI character designs then create a freebie on the most popular character traits or archetypes.

14

✓ DAY 14: COLLECT EMAILS OR FOLLOWERS (START AN AUDIENCE)

Use either a free or a paid email marketing software. Kit is the best free version out there.

OUTCOME: YOU HAVE A BASIC ONLINE PRESENCE AND POSITION YOURSELF AS AN EXPERT



30 days challenge

WEEK THREE

MONETIZATION & SELLING

15

CREATE YOUR FIRST PAID OFFER (SERVICE, DIGITAL PRODUCT, COACHING, ETC.)

This is where the fun begins. In the skills book there's an example of a paid product you can create in the Makpor part. Use that as a guideline and even the resources to help you out in the skills book.



16

✓ DAY 16: WRITE A CLEAR "BUY" PAGE (WHAT IT IS, WHO IT'S FOR, HOW TO BUY)

If you have never created or seen a buy page you can ask CHAT GPT for help or even Google buy pages to make it easier for you as well. Then you will have an idea of how it works.



17

✓ DAY 17: MAKE YOUR FIRST OUTREACH (SEND DMS, COLD EMAILS, OR JOB APPLICATIONS)

You can easily create these so that it can help you reach out to potential clients or customers or even people who you want to hire you as well.



18

✓ DAY 18: RUN A SIMPLE SOCIAL MEDIA PROMO (ANNOUNCE YOUR OFFER)

This can be with organic or paid strategies and it can be anything from 1-3 days or 4-7 days. Anything more than this and your audience will unfollow or block you. Add value and don't do too much sales talk.



19

✓ DAY 19: USE AI TO HELP YOU SELL (CHATGPT, AI CONTENT TOOLS)

Thank God for the person who created AI. You can easily use AI tools to make selling easier if you aren't great at selling or don't know where to start.



20

✓ DAY 21: OFFER FREE VALUE (WEBINAR, LIVE Q&A, MINI FREE SESSION)

People buy from those they know, like and trust and the best way to create this is by offering a ton of free value; webinars, lives, workshops, free courses etc



21

✓ DAY 14: COLLECT EMAILS OR FOLLOWERS (START AN AUDIENCE)

Use either a free or a paid email marketing software. Kit is the best free version out there.

OUTCOME: YOU'VE LAUNCHED YOUR FIRST OFFER AND STARTED ATTRACTING CLIENTS/CUSTOMERS



30 days challenge

WEEK FOUR

SCALING & GROWING

22

✓ DAY 22: GET TESTIMONIALS OR REVIEWS

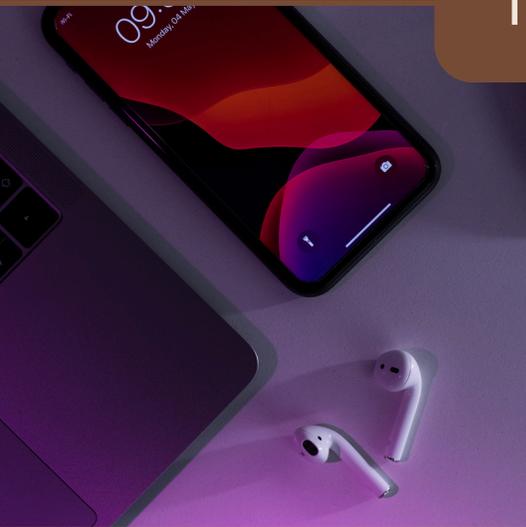
It's okay if in the beginning you don't have testimonials or reviews, you can still sell then get your reviews once you have made a sale or two. Do discounts or special release to build momentum and get your first reviews.



16

✓ DAY 23: PACKAGE YOUR OFFER INTO A BUNDLE (MAKE IT MORE VALUABLE)

To make more sales bundle your products so that there's more value. You can go to any PLR website to get those to add to your product.



24

✓ DAY 24: AUTOMATE ONE PART OF YOUR BUSINESS (SCHEDULING, SALES, CONTENT)

Automation will make things a lot easier for you so it is important that you find automation tools to schedule your content, make sales, etc



25

✓ DAY 25: GROW YOUR AUDIENCE (START A NEWSLETTER OR YOUTUBE CHANNEL)

There are several ways to grow your business with a newsletter, YouTube channel, blog if you don't have one or didn't create one or even both. Pace yourself though. Don't try to do this all at the same time.



26

✓ DAY 26: START A LOW-TICKET DIGITAL PRODUCT (\$10-50 OFFER)

If you don't have a low tier offer then here's the time to add one to cater to those who don't have enough money to buy your medium or premium offers.



27

✓ DAY 27: TEST A PAID AD OR COLLABORATION

With the money you have made we can start testing paid ads or even collaborating with other people who are in your niche but are maybe just few followers ahead of you. If you have 100 followers don't go for someone who has 2000.



28

✓ DAY 28: FIND YOUR NEXT 3 CLIENTS OR CUSTOMERS

Now this is where we start looking for customers and clients.



29

✓ DAY 29: PLAN FOR LONG-TERM GROWTH
(MORE PRODUCTS, SERVICES, CONTENT)

Create more products in your funnel (low tier \$10-\$50, medium tier \$50-\$97, higher tier \$97- and higher)



30

✓ DAY 30: REFLECT & OPTIMIZE (WHAT WORKED? WHAT NEEDS TO CHANGE?)

Here is the chance to reflect on what did and didn't work, change how you do things? Did one platform perform better than another one? Did you make money? How much? What do you need to learn from this.

OUTCOME: YOU'VE STARTED MAKING REAL MONEY FROM YOUR SKILL AND HAVE A PLAN TO KEEP GROWING





conclusion

This is the end of the 30 day time frame, but now you should have an idea of everything ties together. This is how you can start your skill and make money from the skill you picked.

A few things to take into consideration the goal here is to get started, and if you didn't make money, don't worry you can use that as a teachable moment. What did you do wrong? How can you improve? What is the next best thing to do?

The more you keep trying the more you can learn and you can go from there.

Use the following page as a reflection tool so that you can write out your thoughts about how you felt about the challenge and what you learned about it as well.





30 DAY REFLECTION

Note:

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30 DAY REFLECTION

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30 DAY REFLECTION

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30 DAY REFLECTION

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