

LAUNCH 30

**Build an AI-Powered, Values Driven
Business in Just One Month**

Leo Chrenko

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The case studies, characters, and examples in this book are fictional and created to illustrate common patterns, challenges, and growth moments faced by early-stage entrepreneurs. While

inspired by real-world scenarios, any resemblance to actual individuals or businesses is purely coincidental. Use them as learning tools—meant to inform, not prescribe.

launch30.com

“The quickest way to
learn is to launch.”
— **Tim Ferriss**

Move, measure, and polish on the way up—great businesses are rarely born overnight; they grow through consistent action, guided by purpose, nourished by curiosity, and multiplied by the tools of our time.

BEFORE YOU BEGIN

(Read this once. Then turn the page to start Setup Day—your very first step.)

Build Something Real in Just 30 Minutes a Day

Read. Reflect. Act. Repeat. $\approx$ 30 minutes a day.

Launch 30 is a practical, one-month roadmap for turning an idea into a real business without quitting your job, mortgaging your future, or compromising your values.

The method builds on my earlier book, the Bean by Bean Action Journal, a guide rooted in positive psychology and habit science that helped me reshape my life through small, consistent steps. This time, we're applying that same micro-action philosophy to entrepreneurship.

You don't need to read Bean by Bean first; everything you need is here. I've taken the core ritual structure and layered on the business frameworks, mindset shifts, and AI tools I've used to launch multiple ventures of my own.

Launch 30 is for building something purpose-driven and AI-powered with focus, heart, and just 30 minutes a day.

It's lean. It's clear. And it's built to get you moving fast.

Why I Wrote This

Like most people, I used to think I needed more time or more certainty before I could start. The truth is, you don't. You just need the next clear step and a daily practice that helps you take it.

That's what this book gives you.

The timing? Never better.

AI now shrinks tasks. Micro-communities accelerate learning. Lightweight tools remove almost every barrier.

Artificial intelligence can be your superhero sidekick streamlining your workflow, boosting your creativity, and helping you build smarter and faster.

I created this book to show you what's possible in just thirty focused minutes a day.

While results will vary, one thing's consistent: momentum compounds. Every small step builds. Trust the process. Enjoy the journey.

What You'll Walk Away With

In just 30 days, you will:

- Clarify or refine your business idea
- Align it with your core values and ideal lifestyle
- Validate demand and design a simple, effective brand
- Set up a lean cash-flow system using Profit First

- Use AI tools to brainstorm faster, market smarter, and automate the boring stuff
- Launch with confidence or scale with intention
- Build a system you can repeat for your next idea, offer, or phase

You'll learn how to make momentum inevitable.

Small steps. Real progress. No fluff.

Who This Is For

This is for:

- First-time founders looking for a clear, values-first roadmap
- Side-hustlers ready to test or grow without quitting their job
- Coaches, creatives, and solopreneurs turning purpose into profit
- Anyone who wants to use AI to accelerate, not overcomplicate, their work

If you've felt stuck at the starting line... this is your starting line.

What Guides It

This book blends the micro-habit mindset of my *Bean by Bean Action Journal* with the best ideas from today's most

trusted entrepreneurial frameworks:

- Atomic Habits by James Clear – for consistent, focused action
- The Lean Startup by Eric Ries – to test, learn, and launch fast
- The 4-Hour Workweek by Tim Ferriss – for freedom through automation
- Profit First by Mike Michalowicz – to stay financially grounded from Day 1
- Start With Why by Simon Sinek – to root your business in something real
- The E-Myth Revisited by Michael Gerber – to build systems, not just hustle
- Who Not How by Dan Sullivan & Benjamin Hardy – to scale through collaboration

And more from \$100M Offers to Deep Work, The Obstacle Is the Way, and The 12 Week Year.

You'll apply them in real time, layered with the power of artificial intelligence to build a smart, scalable, soul-aligned business from the inside out.

The Commitment

Block off 30 minutes a day.

Not for someday. For now.

This process works if you show up for it. You don't need to

be perfect, just consistent.

Put it in your calendar as a non-negotiable. You'd do it for a client or boss.

Now you're doing it for yourself.

Let's Begin

Turn the page. Complete Setup Day.

Your first small win is waiting.

Let's build one clear action at a time.

SETUP DAY (“DAY 0”) — LOCK IN THE TIME, LIGHT UP THE RITUALS

(≈ 1 900 words — a touch longer than later chapters, because this scaffolds everything that follows)

“Clear the runway once and the next 30 take-offs feel like routine not turbulence.”

WHY A SETUP DAY?

Most “failures to launch” aren’t about intelligence or opportunity, they’re about friction. Scattered notes, unclear goals, no structure, and zero rhythm. Without a system, even the best ideas stall out.

A 2018 study from Behavioral Science & Policy found that teams who spent just 20 minutes on structured pre-planning completed projects 28% faster and with higher quality than those who jumped straight in.

Day 0 is that 20-minute head start for your business.

It’s not about complexity, it’s about clarity. Today, you’re laying the foundation for 30 days of progress, anchored by a system you can trust when motivation inevitably dips.

This is the moment we shift from intention to structure. From vague ambition to tangible action. From ideas to movement.

RITUALS = THE OPERATING SYSTEM

Your rituals are your operating system. These three simple practices—weekly, evening, and morning—are small, repeatable actions that bring rhythm, reflection, and direction to your journey.

Positive psychology researcher Dr. Barbara Fredrickson found that brief, consistent habits like gratitude and mindfulness can raise baseline positivity and cognitive flexibility in as little as three weeks.

Let's walk through each ritual and how to use it:

WEEKLY RITUAL — Vision & Wins (15 minutes, once a week)

Once a week, ideally on Sunday evening or before your workweek begins, you'll zoom out and reconnect with your vision. This is your strategic planning moment, designed to clarify what matters most in the days ahead.

Step 1: Celebrate your progress.

List your top 3 wins from last week, big or small. Maybe you launched something, had a breakthrough, or simply showed up. Neuroscience shows that celebrating progress releases dopamine and primes your brain for more.

Step 2: Reconnect with your vision.

Read your Success Declaration from Day 2 aloud. Let the words sink in. If it feels off, tweak it. This keeps your week rooted in purpose, not just productivity.

Step 3: Set your Weekly Wins.

Ask yourself:

“If I could only complete three key tasks this week, which would move me closest to launch success?”

Choose 2–3 strategic wins and enter them into your Weekly Wins page. This technique, inspired by *The 12 Week Year* (Moran & Lennington), favors short sprints over long-term overwhelm. You’ll still hold a long-term vision, but your weekly focus stays sharp and manageable.

EVENING RITUAL — Reflect & Reset (5 minutes, before bed)

This short practice helps you mentally close the day, extract key lessons, and set your next action in motion. It clears your mind, honors your progress, and gives your brain a clear problem to work on while you rest.

Step 1: Breathe and unwind.

Take one round of box breathing:

Inhale for 4 → Hold for 4 → Exhale for 4 → Hold for 4.

This technique reduces cortisol and improves heart rate variability in just minutes (Naval Health Research Center, 2017).

Step 2: Celebrate one win.

Write down at least one micro-win from the day. Even small actions, like, sending an email or, showing up to write, build

momentum when acknowledged.

Step 3: Reframe a challenge.

Choose one thing that didn't go as planned, and flip it into a learning moment.

"Didn't post on LinkedIn" → "I need to prep headlines in advance."

Step 4: Set tomorrow's win.

Write this sentence:

"Tomorrow's #1 win is ____."

Pick the one action that would make the next day feel purposeful—even if it's the only thing you complete.

Here, you can also try what's known as the MacGyver Method, developed by MacGyver creator Lee Zlotoff (based on the 1980s TV character known for solving complex problems with duct tape and a paperclip). The technique is simple: write down a question or challenge you want to solve. Then step away—go for a walk, shower, or sleep. This activates your brain's default mode network, which continues processing subconsciously.

Research shows this kind of "incubation" significantly improves insight by morning (Wagner et al., 2004).

Step 5: Make it visible.

Leave your win (and your question, if applicable) somewhere you'll see it in the morning—on your desk, your mirror, or at the top of your journal.

This ritual clears mental clutter, boosts creativity, and gives your next day a head start.

MORNING RITUAL — Prime & Perform (5 minutes, right after waking)

This ritual helps you start your day on a positive note, grounded, clear, and focused before emails, news, or distractions take over.

Step 1: Start with stillness.

Take one mindful breath. You can simply pause and focus or use a short guided timer session (like Insight Timer). It centers your attention and helps you ease into the day.

Step 2: Practice gratitude.

Write down three things you're grateful for. Keep it simple:

"A warm meal," "a clean, comfortable home," "a meaningful conversation."

Gratitude shifts your mindset toward positivity and abundance.

A 2019 meta-analysis in the *Journal of Happiness Studies* found daily gratitude journaling improved self-reported productivity by 6% within four weeks.

Step 3: Rewire your mindset.

Flip one limiting thought into a grounded affirmation.

"I'm overwhelmed" → "I direct my focus to one clear win."

This quick shift strengthens mental clarity and helps you lead the day with intention.

Step 4: Lock in your focus.

Review your #1 win for the day, the single task that would make the day feel meaningful. If possible, start on it before checking your inbox or social media.

Research shows most people hit their peak “flow potential” within 2–3 hours of waking (Csikszentmihalyi, 1990).

Protect that golden window.

Author confession: I’m a 4:30 a.m. riser. I use that quiet window for a 90-minute deep work block before the world wakes up. You don’t need to copy my routine—but do protect your own peak hours. Shape your mornings to serve your goals, not your notifications.

Coming Soon: The Bean by Bean Mobile App

While writing this book, our development team has been building a free app to support your journey. It brings your rituals—morning, evening, and weekly—to your phone, along with tools to track habits, log wins, and stay aligned with your goals.

You can check the release status or sign up for updates at beanbybean.life.

QUICK-START CHECKLIST

(~10 min — tick as you go)

- ❑ Block your time. Set aside 30 minutes a day for the next month. Same time slot if possible. Add calendar alarms and treat this like a client commitment.
- ❑ Open your Launch 30 template. Go to launch30.com/worksheet, click File → Make a copy, and rename it. This is your central workspace—ritual pages and task tables are all preloaded.
- ❑ Skim the Rituals tabs. Review the weekly, evening, and morning ritual tabs so you know where and how to log your entries each day.
- ❑ Create your folder. Make a new Google Drive folder labeled “Launch 30 Assets.” Use it to store screenshots, AI exports, PDFs, and budgets as you go.
- ❑ Start your AI journal. Spin up a dedicated AI chat thread titled “Launch 30 Journey.” This becomes your space to brainstorm, reflect, and stay consistent—regardless of which AI platform you use.
- ❑ Invite an accountability buddy (optional but powerful). Reach out to a friend, peer, or partner for a 15-minute weekly check-in to share wins and talk through stuck points.
- ❑ Sign up for Daily Nudges. Head to launch30.com to receive email prompts that keep you inspired and in motion. You can reply to any of them—we actually read and answer.
- ❑ Celebrate. Cue your favorite victory song, take a deep breath—setup complete!

REFLECTION PROMPT (~3 min)

Open your new Google Doc and write:

"When during a typical day do I feel mentally freshest? How can I protect at least 30 minutes of that peak for Launch 30?"

Think about your daily rhythm. Are you most focused mid-morning, after a workout, or once the house quiets down? Identify the window when your mind is clear and energy is highest.

Next, list likely obstacles, like notification overload, back-to-back meetings, or afternoon energy dips, and brainstorm one small workaround to protect that time block for focused, uninterrupted work.

SUPPORT OPTIONS (Pick What Fits)

Accountability Buddy

One of the most effective ways to stay on track is by finding an accountability buddy. This could be a trusted friend, colleague, or someone with similar goals. Studies (Keeley & Fox, 2020) show that having an accountability partner can significantly increase your chances of success. If you don't already have someone in mind, consider sharing your commitment with a friend or partner and asking for their help in keeping you accountable. Sometimes, just having that extra layer of support can make all the difference in staying motivated and consistent on your journey.

Daily Nudge Emails

If you ever find yourself needing a gentle nudge to keep moving forward, our Daily Nudge emails might be just the thing you need. These emails offer small, helpful prompts and reminders designed to keep you on track without feeling overwhelming. They're a supportive, low-pressure way to guide your journey, offering encouragement when you need it most. And if you'd like a bit more help, feel free to reply to any of the emails for further support. You can sign up for the Daily Nudge at launch30.com/daily-nudge.

Launch 30 | New Day Resolutions & Purpose-Driven Creator Hub

As part of the Launch 30 community, we host a monthly New Day Resolutions & Purpose-Driven Creator Hub call. Whether in person or virtually via Zoom, this call provides an opportunity to connect with like-minded individuals who are working on similar goals. It's a space to share insights, offer support, and find clarity, motivation, and feedback from others who are on a similar journey. This call is an optional, supportive space to help you connect with others and stay aligned with your purpose. For more details and to sign up, visit launch30.com.

Bean by Bean Action Journal

If you're looking for a deeper, more structured approach to self-mastery and mindset, you might find the Bean by Bean Action Journal a helpful complement to your journey. This was my first book and is a hybrid of short lessons, exercises, and rituals that I personally use to bring clarity and focus to my life. The journal is designed to help you gain clarity, identify your goals, and take small, intentional steps to

move forward. It explores proven methods that have shaped who I am today, providing a foundation for building the mindset needed to turn your aspirations into reality.

While this journal is completely optional, it's ideal for those who are looking for a more structured path forward or want to explore how daily habits and reflections can help you align with your deeper purpose. If you're curious, you can find more details at beanbybean.life.

These support options are here if you need them. Choose what works best for your rhythm.

READY?

Your calendar is blocked, your tools loaded, your rituals defined—

you're ready to go.

Remember, while this book is designed to guide you through 30 days, the pace is yours to set. Whether you complete one lesson per day or take it one per week, the key is consistency. Be patient with yourself, embrace the journey, and trust that every small step is propelling you forward.

Now, turn the page. Day 1—Mindset starts the 30-day clock. Let's build the foundation for a business that aligns with your purpose, one step at a time. Keep moving forward, no matter how fast or slow, because progress is progress.

You've got this!

(Welcome to the launch pad.)

CONTENTS

BEFORE YOU BEGIN	v
Setup Day ("Day 0") — Lock in the Time, Light up the Rituals	x
Part I – Clarifying Values, Vision & Purpose (Days 1–5).....	1
Day 1 – Mindset, Overcoming Self-Limiting Beliefs & Trusting The Outcome	2
Day 2 – Defining Your Success & Aligning with Your Values	11
Day 3 – Introducing AI Tools & Brainstorming Your Idea	21
Day 4 – Validating Your Idea with Purpose.....	32
Day 5 – Choosing a Business Model Rooted in Values.....	44
Part II – Branding, Finances & The Right Support (Days 6–10)...	54
Day 6 – From Values to Brand Identity	55
Day 7 – Financial Foundations	66
Day 8 – Crafting Your Core Offer	76
Day 9 – Lean Marketing & Authentic Outreach.....	86
Day 10 – "Who Not How": Purposeful Partnerships	98
Part III – Building & Testing (Days 11–15).....	110
Day 11 – Crafting an Online Presence that Broadcasts Your "Why"	111
Day 12 – MVP: Simple Testing with Integrity	127
Day 13 – AI-Powered Sales Funnel	137
Day 14 – Fulfillment & Delight	148
Day 15 – Collaboration & Remote Culture	160
Part IV – Refinement & Growth (Days 16–25)	182
Day 16 – Productive Systems That Serve Your 'Why'	183
Day 17 – Overcoming Obstacles & Mindset Blocks.....	193
Day 18 – AI Tools for Scaling	204
Day 19 – Building Authority with Values-Based Content	216
Day 20 – Systems & Automation Check.....	227
Day 21 – Financial Review & Vision	238
Day 22 – Team Building & Value Match.....	248
Day 23 – Culture & Community Impact	258
Day 24 – Tracking Kpis That Matter.....	269
Part V – Final Steps & Sustainability (Days 26–30)	280
DAY 26 – Marketing Push & Expansion.....	281
Day 27 – Polishing & The E-Myth Mastery	292

Day 28 – Reflection & Micro-Pivots	302
Day 29 – Planning Full-Time or Next Steps	313
Day 30 – Launch Day & Long-Term Vision	325
Resources & Recommended Reading	337
Acknowledgement.....	340
Journal Articles & Scientific References.....	341

Part I

CLARIFYING VALUES, VISION & PURPOSE (DAYS 1-5)

DAY 1

MINDSET, OVERCOMING SELF-LIMITING BELIEFS & TRUSTING THE OUTCOME

*"Bean by bean the bag gets full. Thought
by thought the mind gets clear."*

Lesson (~10–15 min)

Welcome to Day 1 of your journey! Today marks the very first step in the creation of your AI-powered venture, and we start exactly where every meaningful, purpose-driven business begins: within your own mind. Over the next 30 days, you'll plant three small seeds each day that will eventually lead you to cultivate a business rooted in your core values and supported by the power of artificial intelligence.

But before we dive into systems, websites, or AI prompts, we must begin with the most important foundation of all: your mindset. Mindset shapes everything. It's the lens through which you view your entrepreneurial journey and the driving force behind your actions and decisions. Without the right mindset, even the most sophisticated tools won't

lead to success. But when your mindset is aligned with your values and goals, everything becomes possible.

In this lesson, we will focus on unmasking self-limiting beliefs, shifting our mindset from “I can’t” to “I can,” and understanding why AI can be the catalyst that accelerates your journey. You will see that every small step you take, no matter how insignificant it seems today, compounds over time and brings you closer to your dreams.

Unmasking Self-Limiting Beliefs

We all carry around invisible baggage, self-limiting beliefs that have been sewn into the fabric of our lives, often from childhood or past experiences. These beliefs are the stories we tell ourselves about what we can or can’t do, and they hold us back. “I’m not entrepreneurial enough,” “I’m terrible with numbers,” “Technology leaves me behind,” or the all-too-familiar “The timing isn’t right to start a business now.”

Here’s the thing: these are not facts. They’re unchallenged assumptions that we’ve picked up along the way, often from well-meaning family, society’s expectations, or comparing ourselves to others. Left unchecked, these stories drain our energy, sabotage our goals, and keep us stuck. They become self-fulfilling prophecies, limiting what we can achieve.

The first and most important step in overcoming these barriers is awareness. We need to identify which belief is the loudest, the one that has been holding us back the most. Once you can name that belief, you have the power to challenge and reframe it. Neuroscience shows that simply identifying a negative belief and actively rewriting it can rewire your brain, replacing old, disempowering thought

patterns with new, empowering ones.

For instance, instead of thinking, “I’m not ready to start a business,” reframe it to, “I am learning and growing every day, and I am ready to take this first step.” Or, instead of “The timing isn’t right,” try, “I can adapt to changing circumstances and still take meaningful steps toward my business.”

By rewriting these limiting beliefs, you begin to reprogram your brain. You’re not just changing words, you’re changing your internal narrative. This is an essential shift that will allow you to build the mindset required for success. Every time you repeat these empowering beliefs, you strengthen them in your mind, making them your new truth.

Trusting the Outcome

Rewriting a belief is a courageous step, but to truly make it stick, you must also cultivate trust. Trust that every micro-step you take will move you closer to your destination. Trust that, even if you don’t have all the answers right now, each small action is still contributing to a larger outcome. Trust that AI can speed up your progress by doing the heavy lifting of brainstorming, research, and mundane tasks, leaving you free to focus on the creative and strategic aspects of your business.

Today’s entrepreneurs have an unprecedented advantage. A decade ago, launching a small business required substantial capital, weeks of coding, hiring expensive designers, and massive ad budgets. Today, AI-powered tools allow you to draft brand names, build no-code websites, automate marketing funnels, and perform market research

all within a fraction of the time and at a fraction of the cost.

Technology has become a great equalizer. It has lowered the barrier to entry for solo founders and small businesses, making it possible to create something meaningful with minimal resources. The only barrier left to overcome is the one inside your mind, the old beliefs about what's possible. Trusting that every small action you take is building toward something meaningful is the key to unlocking the full potential of the tools available to you.

The Thirty-Day Roadmap — A Sky-High Glimpse

Now that you've laid the mental foundation for your venture, let's take a high-level view of the next 30 days. This is your roadmap, and each step has been intentionally broken down into manageable tasks. The goal is to eliminate overwhelm and keep you focused on the next right action. You don't need to memorize the entire map; just trust that every step is there to guide you.

Days 1-5: Mindset → Values → Purpose → AI Brainstorming → Idea Validation

Days 6-10: Brand Identity → Financial Foundations → Irresistible Offer → Lean Marketing → Collaborative Support

Days 11-15: Online Presence → MVP Test → AI Sales Funnel → Fulfillment → Remote Culture

Days 16-25: Systems → Obstacle Mindset → Scaling with AI → Authority Content → Automation → Financial Check-in

→ Team Values → Community Impact → Mission-Aligned Metrics

Days 26-30: Expansion Push → System Polish → Micro-Pivots → Scale-or-Not Decision → Launch & Celebration

Each day will introduce one focused task, a lesson, a reflection, and an action—that, over time, will compound into real momentum. By the end of these 30 days, you will have taken measurable steps toward launching your business.

The most important thing to remember today is that your business will not be built overnight. Success doesn't come from huge, isolated actions. It comes from consistent, purposeful steps. Trust the process and commit to the daily work.

Reflection (~5 min)

Now, take a few moments to reflect on the task at hand. Grab your journal or the notes app on your phone, set a timer for five minutes, and answer the following prompt:

“Which limiting belief might stop me from trusting this thirty-day process? How can I rewrite it as an empowering story?”

Be honest and write fast. Don't worry about the “perfect” response. The goal is to identify any resistance you might feel toward the process and reframe it into something empowering.

Quick Task (~10–15 min)

Now, let's get actionable. It's time to confront the loudest doubt or limiting belief you hold about launching or scaling a business.

Here are a few examples of self-limiting thoughts:

- "I don't have enough time to start a business."
- "The economy isn't good for starting a business now."
- "I'm not ready to take the leap."

Step 1: Name the Belief

In one sentence, capture the loudest doubt or self-limiting belief you hold about your ability to launch or scale your business.

Step 2: Flip the Script

Now, reframe that belief into a positive, empowering statement. Here are some examples:

- "I make time for the things that matter most."
- "I can adapt to changing circumstances and thrive."
- "I trust my ability to take small steps toward growth every day."

Step 3: Anchor the New Thought

Write your new belief on a sticky note, index card, or phone

wallpaper. Place it where your eyes land often on your laptop, bathroom mirror, or lock screen. This is your Mindset Foundation Card.

Every morning, read it aloud. Every evening, jot down one small piece of evidence that proves it's true. This will reinforce the new belief and gradually replace the old limiting thought with a more empowering one.

AI Reality Check (Optional Bonus, 3–4 min)

If you're still feeling skeptical about how easily AI tools can support your entrepreneurial journey, take a moment to do the following. Open ChatGPT (or another free AI tool) and type:

"In two sentences, reassure me that it has never been easier for a solo founder to launch a lean online business, and list three modern tools that make it simpler than ten years ago."

Skim the response. Notice how quickly AI offers practical proof that launching a business is easier now than ever before. The tools and resources that were once reserved for tech giants are now in the hands of anyone with a laptop and a Wi-Fi connection. You're no longer limited by access to resources; AI opens up a new world of possibilities.

Act As If (Daily Micro-Prompt)

For the rest of today, act as if you are already an entrepreneur whose beliefs support progress. When you encounter challenges, think about how the person you want to become would handle it. Would they act from fear or curiosity? Would they see setbacks as obstacles or

opportunities?

Pick one small action today that reflects your entrepreneurial future. It could be a simple conversation, a decision about a product, or a task you've been procrastinating on. Take that action, no matter how small. You're already building momentum.

Affirmation

Repeat this affirmation three times, either silently or out loud:

"Step by step, belief by belief, I build a purpose-driven business in perfect time."

Feel the words sink in and give you confidence to take action. Let this affirmation anchor you throughout the day and remind you that the journey is not about perfection, but progress.

Why This Matters

The shift from *self-limiting beliefs* to *empowering thoughts* is crucial for your long-term success as an entrepreneur. Many founders get caught up in perfectionism, waiting for the "right time" or "perfect conditions." But what you need is **action**—and action begins with mindset.

Today's exercise is foundational because **your beliefs directly shape your actions**, and your actions are what will create your results. When you rewrite negative beliefs and replace them with empowering statements, you set the stage for **consistent, forward momentum**. Every small step

you take compounds over time, and before you know it, you've created something meaningful.

AI is not just a tool; it's an accelerator for your business, helping you work smarter and faster. By using AI tools effectively, you can bypass many of the tedious tasks and focus on **what truly matters**: your purpose, your values, and your growth.

This lesson matters because **it empowers you to take control of your journey**. Trust the process, use your new mindset, and leverage AI to make your business journey smoother. By doing so, you're not just building a business—you're creating a meaningful, purpose-driven life.

Looking Ahead

Tomorrow, we'll define your personal version of success and link it to your core values. Success is not just about financial gain or external validation—it's about aligning with your deepest aspirations. Tomorrow's lesson will help you dig deeper into what success truly means to you and set the groundwork for creating a business that's not just profitable but meaningful.

For tonight, glance at your Mindset Foundation Card before bed. Let it soak in as your subconscious processes the shift you've just made. You've planted the first seed; trust that it will grow.

DAY 2

DEFINING YOUR SUCCESS & ALIGNING WITH YOUR VALUES

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful." —Albert Schweitzer

Lesson (~10–15 min)

Welcome to Day 2! Yesterday, you focused on confronting and rewriting the self-limiting beliefs that were holding you back. Today, we dive into a question that seems deceptively simple but is deeply transformative: "What does success actually look like for you?"

In society, success is often defined by external markers—higher revenue, a bigger house, a prestigious title. While these metrics can serve as valuable indicators of progress, they can also fall short in truly fulfilling you. If your entire definition of success hinges on external rewards, the chances are that your motivation will wane once you achieve those rewards. The deeper drivers of fulfillment come from intrinsic values: time freedom, creative expression, personal growth, meaningful contributions, and the ability to make a positive impact on the world. These are

the things that keep you engaged, energize you every day, and make the journey toward success sustainable.

When your business aligns with these internal motivators, it becomes something that fuels you not just financially, but emotionally, spiritually, and intellectually. True success, therefore, is found in aligning your actions with your personal values and deeper purposes. Today is about reconnecting with those intrinsic motivations and defining what success means to you on your own terms.

Redefining Success Beyond the Bank Balance

Money is undeniably important—it sustains your operations and provides the means to reinvest in what you believe in. However, if your pursuit of business success revolves solely around monetary gain, you may experience a lack of satisfaction and a sense of emptiness once you reach your financial targets. Studies in self-determination theory by Deci & Ryan suggest that when we chase only extrinsic rewards—such as money, titles, and external recognition—our enthusiasm for the work fades over time, and we risk burnout.

Purpose-driven entrepreneurs understand that profit is the oxygen that sustains their mission, not the destination. When financial success serves as a means to fuel your deeper goals—such as personal growth, community service, or social impact—it becomes part of the journey, not the final goal. This is why it's important to balance both intrinsic and extrinsic measures of success, ensuring that every aspect of your business aligns with your values.

Think of success as a three-layer pie:

Layer	Focus	Metrics
Outer (Extrinsic)	Profit, market share, social proof	Revenue, margins, followers
Middle (Lifestyle)	Time, location, relationships	Work hours, commute, family dinners per week
Core (Intrinsic Impact) /	Personal growth, service, legacy	Lives touched, causes funded, joy index

A healthy pie has flavor in every slice. If one slice—such as profit—is too thick while others are too thin, the entire structure collapses. For instance, if you focus too much on financial success without considering time freedom or a sense of purpose, you may find yourself burned out, despite outward success.

Values: The Compass That Keeps You Oriented

If success is the destination, then your values are the compass that will guide you there. Your values dictate every micro-decision you make—from pricing and supplier choices to marketing tone and customer service. Your values act as guardrails that prevent your business from straying off course, ensuring that your growth doesn't come at the expense of what you stand for.

Brené Brown's research on resilience and personal satisfaction shows that individuals who are anchored in just two or three core values perform with greater resilience and satisfaction because their decisions are easier to make. When you clearly know what matters most to you, choices become simpler and faster. Every opportunity, partnership, or decision is weighed against your values. If an option aligns with your core values, it moves forward. If not, you pivot.

Your values will be the anchor for your business strategy, ensuring that every part of your work aligns with your authentic self and contributes to your vision for a fulfilling life. The best businesses—and the best lives—are built on a foundation of core values that guide decisions, actions, and relationships.

Intrinsic vs. Extrinsic Motivation

As you reflect on your personal version of success, it's important to distinguish between intrinsic and extrinsic motivation. Both are valuable, but each serves a different purpose:

Extrinsic Motivation: External rewards like money, status, recognition, or market position. These can drive you to achieve certain milestones but tend to fade once those goals are met. The motivation is energizing, but fleeting.

Intrinsic Motivation: The internal drive fueled by passion, purpose, personal growth, and contribution. While this may not always deliver immediate rewards, it offers long-term, sustainable fulfillment and keeps you focused on the deeper meaning behind your work.

Successful entrepreneurs rely on both types of motivation. Yes, they need enough extrinsic rewards to keep the business running (e.g., revenue, growth). But the intrinsic fire—purpose, service, personal development—is what sustains them through the long haul. It’s what drives them to get out of bed every morning with excitement and a sense of mission. It’s what fuels your creativity and keeps you motivated, even when things aren’t going perfectly.

Reflection (~5 min)

Take a moment to pause and reflect on the big picture. Imagine your business one year from now, after completing this 30-day program. Picture yourself working in a way that feels deeply aligned with your values. How does success look and feel for you in this vision? Where are you working? Who are you serving? What does your ideal day look like?

Set a timer for five minutes and journal your thoughts using the following prompt:

“What are my top 1–3 core values? If I ‘act as if’ I’ve already reached success that embodies these values, how does my life look and feel on an ordinary Tuesday?”

Visualize your ideal life and business. Describe the details: Where are you working? Who are you serving? How does your day unfold? What emotions come up as you imagine success? This exercise helps you create a vivid internal picture of what success means to you, making it more tangible and achievable.

Quick Task (~10–15 min)

Now that you've identified your core values, it's time to connect those values to a clear and actionable Success Declaration that will guide your business journey. This declaration serves as a touchstone for every decision and action in your business, ensuring that each step is aligned with your deeper purpose.

Step 1: Explore — List Qualities and Principles You Admire

Think about the people you admire—whether personally or professionally. What qualities do they possess that inspire you? What values do they live by? These could be personal traits or professional principles that resonate deeply with you. Take a moment to jot down these qualities, as they will help you clarify your values.

Examples might include:

- Integrity
- Creativity
- Balance
- Service
- Freedom

My Core Qualities: (Write down the words or qualities that resonate with you)

Step 2: Distill — Form a Set of Values That Resonate with Your Authentic Self

Now, take the qualities you've listed and narrow them down to the 2–3 values that feel essential to who you are. These values will become the foundation for your business and life. They'll guide every decision you make, ensuring that your actions align with your deepest beliefs and your most meaningful goals.

Examples of core values might include:

- Integrity: Acting with honesty and fairness in all dealings.
- Sustainability: Making decisions that benefit people, the planet, and future generations.
- Service: Using your skills and resources to uplift others.

My Most Essential Values: (Select 2–3 values that feel non-negotiable)

Step 3: Write a Success Declaration (5 min)

Now that you've identified your core values, it's time to create your Success Declaration. This is a clear, present-tense statement that combines your values with specific goals, anchoring your business to your deeper sense of purpose.

Example Success Declaration:

"I build a business that champions creativity and sustainability. Success means earning \$10k per

month while living my values and creating a positive impact through eco-friendly products.”

By writing your declaration in the present tense, you’re programming your brain to treat it as a reality rather than a future wish. This mindset shift helps move you from thinking about your goals to taking actionable steps toward them.

My Success Declaration: (Write your declaration here)

Step 4: Place & Share (2 min)

Once you’ve written your Success Declaration, place it somewhere visible. It could go on your desk, your phone’s lock screen, or a pinboard. This visual reminder will help keep your values and goals top of mind.

Optional Power Move: Share your success declaration with a friend, a mentor, or an online community. Research shows that sharing goals aloud increases commitment by up to 65%. Let others know what you’re striving for to enhance accountability and receive support.

Step 5: Tie to AI (3 min)

Now that your Success Declaration is in place, let’s help your AI assistant keep you on track. Open your persistent ChatGPT thread and type the following:

“SYSTEM UPDATE: My core values are [Value 1], [Value 2], and [Value 3]. My Success Declaration is: [Your text]. Ask clarifying questions anytime my prompts appear misaligned with these.”

By doing this, you've trained your AI assistant to understand your goals and values, ensuring it offers suggestions and feedback aligned with your long-term mission.

Act As If (Daily Micro-Prompt)

For the rest of today, act as if you already live your Success Declaration. If freedom is one of your core values, block off some unstructured thinking time. If service is at the top of your list, offer something small to help someone else today. By embodying your values, you'll start attracting the right opportunities and people into your life.

Intrinsic & Extrinsic Check-In

Tonight, take a moment to rate your day on two scales:

- **Intrinsic Joy:** How fulfilled did you feel performing tasks today that align with your values?
- **Extrinsic Progress:** How much external evidence (e.g., feedback, leads, revenue) showed up?

Aim for a combined score of 6 or higher. If one area feels lacking, adjust your focus tomorrow to restore balance.

Affirmation

"I design success that feeds my soul and funds my impact."

Repeat this affirmation with confidence three times, in silence or aloud, before sleep.

Why This Matters

As you continue on this journey, it's easy to get distracted by shiny objects—quick wins, fast cash, and the pressure to mimic others' success. Your success declaration and your core values will keep you grounded, focused, and true to your mission. Today's exercise anchors every upcoming decision, AI prompt, and business strategy. When the temptation to chase after quick wins arises, remember to ask yourself: Does this align with my values?

Looking Ahead

Tomorrow, we'll zoom into how to turn your passion and ideas into a viable business model—one that aligns with both your purpose and your profit goals. The path ahead is about building systems and habits that ensure success without compromising your values. As you settle in tonight, take a moment to review your Success Declaration. Let it sink in, helping you rest easy knowing you've set the foundation for a meaningful, impactful business.

DAY 3

INTRODUCING AI TOOLS & BRAINSTORMING YOUR IDEA

"The best way to predict the future is to co-create it—side-by-side with the machines that are already here."

Lesson (~10–15 min)

Welcome to Day 3! Yesterday, you took the critical step of defining your personal version of success, rooted in your core values. Today, we take that clarity and channel it into the next stage of your entrepreneurial journey—introducing artificial intelligence (AI) as a powerful partner in ideation and creation.

You may have heard the phrase "AI will change the world." While this is true, it's not about AI replacing human efforts; it's about enhancing them. Modern AI tools are not some far-off fantasy of robots taking over the world. They are highly efficient, highly capable assistants that can help you move faster, brainstorm more ideas, and perform tasks that used to take human effort—in a fraction of the time. Today, AI can be your co-founder, your research assistant, your copywriter, and your market analyst, all rolled into one.

In this lesson, we will introduce the tools you can leverage to brainstorm business ideas, explore your passions, and automate tasks. By pairing these tools with your mission and values, you can create a business concept that is both purpose-driven and viable. Let's get started!

AI as Your Hyper-Efficient Intern

The promise of artificial intelligence in business is simple: speed, precision, and the ability to scale ideas faster than ever before. While there's no need to become an AI expert overnight, understanding how to use AI tools effectively will elevate your entrepreneurial journey. Here are the three main areas where AI can play a vital role:

Accelerate Ideation

AI tools can help you generate ideas faster than the typical brainstorming session. What would have once taken hours, if not days, of thought can now be done in minutes. Whether you're brainstorming names for your business, coming up with new product ideas, or even testing market demand, AI can generate a wide array of options—giving you a large volume of ideas from which to choose.

Short-Circuit Research

Before you dive into building your business, it's critical to know the landscape. AI tools can provide instant market research—scanning competitors, analyzing trends, and offering data that used to take weeks to compile. AI can summarize articles, gather insights from across the internet, and even conduct competitor analysis in minutes, allowing

you to spend less time in research mode and more time in action.

Automate the Mundane

Many tasks in business can be time-consuming and repetitive—tasks like data entry, drafting emails, or creating social media content. With AI, you can automate these tasks, giving you more time to focus on the creative and high-impact parts of your business. AI tools can generate copy, draft content, and even help manage your inbox, allowing you to outsource the mundane to your AI intern.

By allowing AI to handle these repetitive tasks, you can free up your energy and focus on tasks that require emotional intelligence, creativity, and strategic thought. This is how AI becomes a partner, not a replacement.

Introducing AI Tools for Entrepreneurs

AI tools have evolved rapidly over the last few years, and today, there are numerous options available to entrepreneurs—many of them free or at a very low cost. Here’s a quick rundown of some of the most useful AI tools for brainstorming, research, and automation. Don’t worry about gathering all of them at once—focus on picking one or two to start with, and add more as you go.

Task	Free or Low-Cost Tool	Why It Helps
Conversational ideation, copywriting	ChatGPT (Free or Plus)	Context-aware dialogue, limitless brainstorming

Quick competitor & trend research	Perplexity.ai (Free)	Answers with citations you can fact-check
Image mock-ups	Bing Image Creator / DALL-E 3 (Free)	Rough social posts, logo sketches
No-code automations	Zapier (Free 100 tasks/mo)	Connect apps, auto-save AI output to Google Docs
Voice notes → text	Whisper app (OpenAI, Free)	Dictate ideas on the go

The Servant-Not-Master Rule

It's essential to remember that while AI is a powerful tool, you are the one in charge. AI should never dictate the course of your business; you supply the purpose, creativity, and ethical direction. The machine simply accelerates the process and does the heavy lifting. Your values and your mission are the driving forces that will ensure your business remains true to your core beliefs.

Why Brainstorm First?

It might seem counterintuitive, but quantity often precedes quality when it comes to idea generation. Studies show that the more ideas you generate, the more likely you are to land on one that truly resonates with your mission, values, and goals. By brainstorming a large volume of ideas, you increase the chances of uncovering a gem—one that aligns with your business aspirations and serves a real need in the market.

One of the key benefits of AI is that it doesn't tire. You can run prompt after prompt, generating dozens, if not hundreds, of ideas in the time it would take a human to come up with just a few. AI removes the pressure to create the "perfect" idea right off the bat. Today is about ideation, not perfection. It's about setting the stage for deeper exploration and refinement.

Reflection (~5 min)

Before we dive into generating business ideas, let's take a moment to reflect on what truly excites you. The most successful businesses come from passion-driven founders—people who are aligned with their personal "why" and want to make a meaningful impact. Your passion is the fuel that will sustain you through the ups and downs of entrepreneurship. Today, we'll make sure your ideas align with that passion.

Set a timer for five minutes and reflect on the following prompt:

"What are my top passions or causes that I care about most? If I could spend every day working on something that excites me, what would that look like? What industries or topics ignite my curiosity and energy?"

Jot down your thoughts—no filter needed. If you're stuck, don't worry. Simply free-write your feelings, and the answer will become clearer. This is the foundation on which we'll build your business ideas today.

Quick Task (~10–15 min)

Now that you've reflected on what excites you, let's move to the next step: choosing the right AI tools and feeding them the context they need to help you generate ideas. Here's how to proceed:

Step 1 – Explore Your Passion (2 min)

Before jumping into AI brainstorming, let's take a step back and focus on what truly drives you. The more aligned your business idea is with your passions, the more energized you'll feel as you work on it. Reflect on the topics, causes, or industries that spark your curiosity.

Ask yourself:

- What am I most passionate about?
- What excites me to the point where I lose track of time?
- If I could focus on one topic for hours, what would it be?

Step 2 – Choose Your AI Tools (2 min)

Sign into your AI platform of choice (e.g., ChatGPT, Perplexity) and create a persistent thread labeled "My Launch 30 Journey." This will be your dedicated space to feed your AI relevant context and explore new ideas. By keeping this thread ongoing, you can track your AI's responses and refine your prompts as needed.

Step 3 – Feed the AI Your Context (3 min)

Next, feed your AI the context it needs to generate ideas

that align with your core values and passions. This will help it understand the parameters of what you're looking for and ensure the ideas it generates are relevant.

Here's the prompt to enter into your AI:

SYSTEM INSTRUCTIONS:

You are my collaborative idea-generating partner—equal parts veteran business mentor and creative director. Keep all suggestions aligned with these parameters:

- **Core Values:** [Value 1], [Value 2], [Value 3]
- **Passion Areas:** [Include the passions you identified above]
- **Success Declaration:** “[Your Success Declaration from Day 2]”

Ask clarifying questions anytime my prompts appear misaligned with these values or goals.

Step 4 – Run the Brainstorm Prompts (5 min)

Now, start generating ideas. Feed your AI the following prompts one at a time, and allow it to fully respond before sending the next prompt. The goal is to get as many ideas as possible, and remember, quality will emerge from quantity.

PROMPT 1 – Wide-Net Ideation

Generate twelve purpose-driven business ideas I

could realistically start as a solo founder (or small team) within 90 days. Each idea must:

1. Honour my stated core values.
2. Align with my passion for [mention your passions].
3. Have a plausible revenue model (digital product, service, subscription, etc.).
4. Be achievable with a startup budget of \$1,000 or less.

List the results in a table format: Idea Name | Core Customer | Pain Point Solved | Revenue Model | “Why it aligns.”

PROMPT 2 – Deep Dive on a Favourite

From the previous list, expand on Idea #[insert number] with:

- Three unique selling propositions (USPs)
- A one-sentence elevator pitch
- One digital product or service deliverable I could create within 30 days
- A quick SWOT (Strengths, Weaknesses, Opportunities, Threats) from an ethical/values perspective

PROMPT 3 – Market Viability Scan

Using publicly available data, outline the top three competitors (or substitutes) for Idea #[chosen idea]. For each, note:

- Core offer & price range
- Primary customer segment
- One gap or opportunity where my values-aligned version could stand out.

PROMPT 4 – 24-Hour Action Plan

Draft a scrappy one-day action checklist to test demand for this idea with minimal spend. Include:

- Posting a poll or survey
- Creating a basic landing page mockup
- Reaching out to potential customers for feedback.

Step 5 – Highlight Resonance (3 min)

After reviewing the AI-generated outputs, take a moment to identify the ideas, USPs, or market gaps that excite you the most. These are the ideas that resonate with your mission and values.

Jot these down in your Google Doc under a new heading “Day 3 – AI Brainstorms.”

Step 6 – (Optional) Iterate

If none of the ideas seem right, don’t worry. Go back to Prompt 1 and tweak it a little. Add specific constraints like niche, budget, or skill set, or refine the AI’s context. This will help you zero in on the best ideas that truly align with your vision. Just remember, today is about brainstorming and

finding the possibilities, not perfecting the ideas. Tomorrow, we will evaluate the ones that stand out.

Act As If (Daily Micro-Prompt)

For the rest of today, act as if you already have an elite R&D department on call—because you do. If a new idea crosses your mind, immediately toss it to your AI sidekick. Make “Ask the machine” your new reflex. This will help you build the habit of using AI as a tool for ideation and creativity.

Affirmation

“I partner with technology to multiply creativity, not replace it.”

Repeat this affirmation to yourself whenever you feel overwhelmed by the tech or doubt the power of AI. Trust that this is a tool designed to amplify your creativity, not replace your unique insights.

AI Hygiene Tip

It’s important to remember that AI can make mistakes or “hallucinate” facts. Always cross-check important claims and data before fully trusting them. Asking for citations or verifying key information will help ensure that the ideas generated are both feasible and aligned with your values.

Why This Matters

AI allows you to brainstorm ideas at scale—without the pressure of perfection. By generating numerous ideas, you

create an environment where you can pick the best ones to explore further. Speed-dating these ideas today means you'll have a rich set of options to consider tomorrow. By using AI, you increase the likelihood of uncovering truly innovative business ideas that align with both your personal and professional values.

Looking Ahead

Tomorrow, on Day 4, we will run quick, purpose-driven validation tests to evaluate which ideas are worth pursuing. Armed with the list of brainstormed ideas, we'll look at how you can validate them in real-world conditions. Bring your starred highlights and a curious mind, ready to move forward with the most promising ideas.