BUILD IT WITH ME

BUSINESS FROM SCRATCH BLUEPRINT

A simple 7-step roadmap to turn an idea into an audience, an email list, and eventually income — without trying to build everything at once.

By Claudia Gonzalez

- Start small
- Grow consistently
- Build your freedom



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You do not have to figure out the whole business today.



If you've ever thought:

'I want something of my own.'
'I'd love another stream of income.'
'I know I could build something online...'

and then immediately got overwhelmed by websites, email lists, products, content, affiliate links, funnels and a million other things — this blueprint is for you.

I've spent years working behind the scenes in growth, digital products, marketing, email, launches and online business.

Now I'm taking everything I know and doing something I've never done before: building one completely from scratch for myself.

And instead of waiting until it works to tell you what I did, I'm documenting the entire process while I build it.

This is the order I'm following. You can steal it.

> You do not need a perfect business plan. You need the next right step.

STEP 1: FIND YOUR PERSON

Before you decide what to sell, decide who you want to help.

Don't start with 'What should my niche be?' Start with: 'Who do I want on the other side of my content?'

- Who is she?
- What does she want?
- What is frustrating her right now?
- What does she wish she knew?
- What would make her stop scrolling and think, 'Wait...this is for me?



The person I want to help is:

She wants:

She struggles with:

I can help her by:

Before you post, ask what she gets from this

- [ ] Knowledge
- [ ] Entertainment
- [ ] Inspiration
- [ ] A solution
- [ ] A feeling of 'me too'
- [ ] Curiosity or a story she wants to keep following

> *Your story can be the vehicle. Your person still needs to be the destination.*

STEP 2:

MAKE YOUR PROFILE WORTH FOLLOWING

Your Reel gets their attention.
Your profile gets the follow.

Someone sees one video, taps your profile, and asks "If I follow this person, what am I going to get more of?"



Getting discovered is only half the job. The other half is giving them a reason to stay.

PROFILE CHECK CHECKLIST

- Who you are
- Who your content is for
- What they'll get by following
- What makes you relatable/different
- One clear next step

Look at your profile like you've never met yourself.

CONTENT BRANDING WORKSHEET

2-3 FONTS

MAIN COLORS

HEADLINE STYLE

OVERALL FEELING:

Casual | Educational | Funny | Aspirational | Warm | Bold | Other

STEP 3: CREATE SOMETHING USEFUL

Don't start by asking, 'What can I sell?'

Ask: 'What can I make that genuinely helps my person?'

I built a tracker for my own 180-day experiment and realized other people could use it too; this Blueprint is another free resource.

> Before somebody trusts you enough to buy from you, give them a reason to trust you at all.

What is your person repeatedly struggling with?

What could make that easier?

What could you create?

- [ ] Checklist
- [ ] Guide
- [ ] Template
- [ ] Tracker
- [ ] Calculator
- [ ] Swipe file
- [ ] Tutorial
- [ ] Resource list
- [ ] Challenge
- [ ] Other

Would I genuinely send this to a friend and say, 'Here. This will make this easier'?

STEP 4: BUILD YOUR EMAIL LIST

Don't build an audience with nowhere for the relationship to go next.

Social media helps people discover you; email lets the people who want more raise their hand and say 'Yes. Keep me in the loop.'

I use Flodesk because I likes the templates, but there are other options.

EMAIL SETUP CHECKLIST

- Choose an email platform
- Create your signup form
- Connect your free resource
- Create a welcome email
- Tell people what they can expect
- Send something useful before asking them to buy









> *Don't wait until people are paying attention to figure out what you're going to do with their attention.*

Also set up:

- Your domain:
- Your branded email: hello@_____

STEP 5: GIVE IT A HOME

Keep your home base simple.

Ask: 'Where can my person take the next step with me?'

Start with one page that explains who you help, shares your free resource, and gives people a clear next step. Add more as you learn.

> You do not need a whole website to give your work a place to live.

Where will your home base live?

What is the next step?

What belongs on your page?

- [ ] About me
- [ ] Freebie
- [ ] Signup
- [ ] My story
- [ ] Contact
- [ ] One link
- [ ] Tools
- [ ] Resources
- [ ] Services
- [ ] Other

Build for the stage you're in. You can add more as you learn.

STEP 6: SHARE WHAT YOU USE

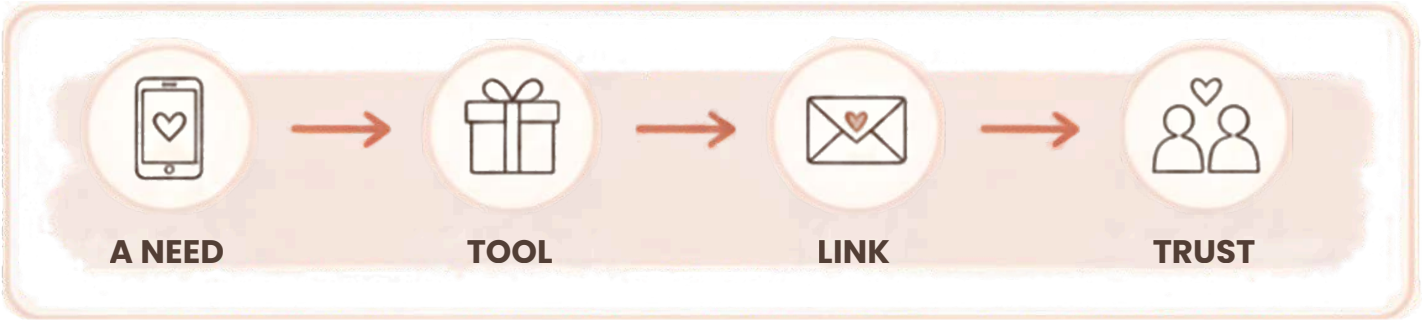
Start with something you would recommend to a friend.

Affiliate links can be one way to earn: you share a useful tool, and may receive a commission when someone buys through your link.

Choose tools that fit your person. A commission should never be the reason you recommend one.

BEFORE YOU SHARE

- Choose something useful
- Explain who it helps
- Share your experience
- Disclose affiliate links
- Make the next step clear
- Help people decide without pressuring them to buy



> *Your trust is worth more than a quick sale. Recommend what you can stand behind.*

Your home base

- Your domain:
- Your branded email: hello@_____

STEP 7:
LISTEN, THEN BUILD

Your next idea may already be in the questions people ask.

Look for the same question showing up in comments, replies, or conversations. Start there, then test a small solution.

- What repeats?
- What do they ask?
- Where do they get stuck?
- What have they tried?
- What would make their next step easier?



The problem I keep hearing:

Who it helps:

My small solution:

How I could test it:

Look for these little clues

- [ ] Questions
- [ ] Repeated needs
- [ ] Frustrations
- [ ] Workarounds
- [ ] 'I wish I had...'
- [ ] Requests for more help

> *Listen first. Test small. Build what people actually need.*

You don't have to have it all figured out.



You just need a place to start.

Pick one step from this Blueprint and make it real. Share something useful. Listen to the response. Let what you learn shape your next move.

That is what building from scratch looks like: trying, learning, adjusting, and showing up again.

I'm building alongside you, too. Follow the experiment, use the free resources, and keep taking the next small step.

Find me on Instagram:
@itsclaudiagonzalez

More resources:
180daychallenge.com

You've got this.
Claudia

> Start where you are.
> Use what you have.
> Build as you go.

MY PLAN

MAKE YOUR NEXT STEP HAPPEN

One small step is enough for today.

You do not have to do every step today. Use this checklist to see what's ready, then give your next small action a place in your week.



YOUR STARTING CHECKLIST

- [ ] Know who I help
- [ ] A clear, helpful profile
- [ ] One useful free resource
- [ ] One clear next step
- [ ] A way to stay in touch

A finished small step will teach you more than another perfect plan.

YOUR NEXT MOVE

ONE ACTION	WHEN I'LL DO IT	SUPPORT I NEED

WHAT CAN WAIT?

- [ ] Logo
- [ ] Website
- [ ] Funnel
- [ ] Course
- [ ] Rebrand
- [ ] Extras
- [ ] Other