

THE ONLINEBIZ DIVA PRESENTS

THE FIRST POT.

your first offer, defined

ONE OFFER. ONE PROMISE. ONE BUYER.

DEFINE - IMPLEMENT - VALIDATE - AMPLIFY

A FILLABLE MINI GUIDE - 20 MINUTES, ONE HONEST SITTING

FREE GIFT FOR LIST MEMBERS

D.I.V.A. OPERATING SYSTEM™

HEY, *diva*.

You joined the list because you want your own thing - income that answers to you. This mini pot is your first step, and I made it small on purpose. Small gets finished. Finished gets sold.

A money pot is one focused digital offer: **one promise, for one kind of buyer, at one clear price**. Not a whole business in a box. Your first pot proves you can make money online - and every pot after it gets easier.

In the next few pages you will define your first pot: who it is for, what they get, what shape it takes, and your first price. That is the **Define** phase of my D.I.V.A. Operating System - the same four phases every one of my money pots runs on.

How to use this: fill it in on screen (the boxes are typeable) or print it and write by hand. Give it one honest sitting - about 20 minutes. Done beats perfect.

Let's Geaux!

- Jasmine, Your Online Business Bestie

ONE POT, *four phases*

Every money pot - from a free mini like this one to a full launch system - runs on the same four phases. This gift walks you through phase one. When you are ready for all four, that is what the paid pots are for.

01 - DEFINE

Say your buyer, your promise and your offer in plain words. If you cannot say it in two sentences, keep defining. **YOU ARE HERE.**

02 - IMPLEMENT

Build the thing and put it in front of people: the pages, the checkout, the delivery. Done and out beats perfect and hidden.

03 - VALIDATE

Watch what real buyers do. Clicks, questions, purchases - their actions tell you what to fix before you spend a dollar on promotion.

04 - AMPLIFY

Take what is proven and turn it up: more of the channel that works, more of the message that lands, the next pot in the stack.

Keep this map. Every time you feel lost about what to work on next, find your phase and do only that phase's job.

WHO IS IT *for?*

"Everyone" is not a buyer. One person is. Picture the exact woman who needs your pot: what she has tried, what she is tired of, what she Googles at midnight. If you have lived her problem, even better - you already speak her language.

Write her like you would describe her to a friend. **Specific beats clever.**

MY FIRST POT IS FOR (WHO EXACTLY, AND WHAT SHE IS GOING THROUGH RIGHT NOW)

GUT CHECK: would she recognize herself in one sentence? If not, tighten it.

WHAT DOES SHE *get?*

A pot sells the result, not the pages. "A 40-page workbook" is a thing. "Your first offer, named and priced, by Sunday" is a promise. Finish the sentence below like you are promising one real person one real outcome - something she could check and say "yes, I got that."

WHEN SHE FINISHES MY POT, SHE CAN (THE ONE RESULT)

THE ONE PROBLEM IT SOLVES

GUT CHECK: one promise, not five. If you wrote a list, circle the one she would pay for first.

WHAT SHAPE DOES IT *take?*

Small digital formats that sell: a **guide** (read it, do it), a **workbook** (fill it in, like this one), a **template pack** (copy, paste, customize), or a **mini course** (short videos or audio). Pick the one your buyer would actually finish - and the one you can actually make this month.

FORMAT (GUIDE / WORKBOOK / TEMPLATE PACK / MINI COURSE)

WORKING NAME FOR MY POT (SHORT, CLEAR, HERS)

GUT CHECK: say the name out loud. If you would click it, she might too.

YOUR FIRST *price*

Price the result, not your hours. Look at what similar buyers already pay for similar help, then pick one number you can say without flinching. First pots commonly sit between **\$19 and \$97** - low enough for a stranger to try, high enough to be taken seriously.

MY FIRST PRICE: \$

IT IS WORTH THAT BECAUSE (THE RESULT SHE GETS, IN HER WORDS)

GUT CHECK: one price, said clearly. You can raise it later with real buyer feedback - not before.

YOUR NEXT *seven days*

A defined pot is still just paper until it moves. One small action a day - write yours in.

Day 1 Tell one real person about your pot. Out loud. Their questions are free research.

Day 2 Draft the promise as one sentence on a sticky note. Put it where you work.

Day 3 Outline your pot: 5 to 7 sections, one page of notes each. Ugly is fine.

Day 4 Make the first real page or template. Just the first one.

Day 5 Set up a way to take payment (a Stripe payment link takes minutes).

Day 6 Finish the smallest sellable version. Smallest. Sellable.

Day 7 Put it in front of people. Post it, send it, say it. Validation starts now.

KEEP GOING

READY FOR THE *whole path?*

This mini pot is the Define phase, taste size. The **Soft Life Starter** is the full starter kit: all four D.I.V.A. phases across 32 pages, with the Tech Toolbox of tools to get set up and your next step mapped at the end.

NEXT STEP

SOFT LIFE STARTER

Your first step into the D.I.V.A. Operating System. Four phases, four points, one crown - at your own pace, with a real plan.

\$27

GET THE STARTER →

READ THE BLOG →

Then the ladder keeps going: Brand in a Weekend (\$97), Launch Blitz Mini (\$67), The Launch Suite (\$197) - whenever you are ready to stack.



*now go fill
your first pot.*

SOFT LIFE. SMART SYSTEMS. SERIOUS BANK.

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