

# THE MONEY CODE

MAKE YOUR **CONTENT** PAY

*14-Day*  
BUSINESS BUILDER CHALLENGE

Stop creating content without a strategy.

Learn the fastest path to turning  
your **content into income.**

● WELCOME

# WELCOME TO MAKE YOUR CONTENT PAY.

Before you create another Reel...

Before you post another TikTok...

Before you spend another hour  
wondering why your content  
isn't making money...

## You need clarity.

Most creators aren't failing  
because they aren't working.

They're failing because they're  
building the wrong business.

Over the next 14 days, you'll  
discover the business model that  
fits your skills, personality, and goals—  
then you'll spend the challenge  
building it.

**Clarity first. Strategy second.  
Income follows.**

## YOUR COMMITMENT



I commit to showing up  
for the next **14 days**.



I commit to **taking action**  
even when it feels  
uncomfortable.



I commit to **building**  
instead of just  
consuming.

SIGNATURE

DATE

● WHY THIS CHALLENGE WORKS

# THE PROBLEM ISN'T YOU. IT'S THE STRATEGY.

Most creators aren't failing  
because they aren't working.

**They're failing because they're  
building the wrong business.**

This challenge gives you the clarity,  
step-by-step plan, and daily actions  
to build a business that fits you  
and actually creates income.

## MOST PEOPLE THINK THEY **NEED**...

- ⊗ More followers
- ⊗ Better equipment
- ⊗ A bigger audience
- ⊗ More time

✓ **The truth?**  
You need a better  
strategy.

## DIFFERENT GAMES. SAME GOAL.

Different creators play different games.

*The goal is the same: income + freedom.*



### SELL

Earn by selling  
products, services,  
or offers.



### CREATE

Get paid to create  
content for brands  
or businesses.



### PITCH

Build an audience  
brands want to  
work with.



You don't have to master all three.

**You just need to start with the right one for YOU.**

# THE 3 MONEY LANES

There is no “best” lane—only the best fit for you right now.

Each lane has the potential to create income and impact.

The key is choosing the lane that aligns with your strengths, interests, and goals.

MASTER ONE.  
THEN STACK THE OTHERS.

01

## SELL

Build a business by selling products or services.

EXAMPLES:

- Affiliate Marketing
- Digital Products
- Coaching
- Memberships
- Courses
- Services

BEST IF YOU:

Love solving problems, teaching, or guiding people to transformation.

02

## CREATE

Get paid to create content for brands and businesses.

EXAMPLES:

- UGC
- Product Videos
- Photos
- Ads
- Monthly Content Packages

BEST IF YOU:

Enjoy creating content and want to use your creativity to earn.

03

## PITCH

Build an audience brands want to partner with.

EXAMPLES:

- Brand Deals
- Sponsored Posts
- Campaigns
- Partnerships
- Ambassador Programs

BEST IF YOU:

Love building an audience and influencing through your content.

Your lane today doesn’t have to be your lane forever.  
YOU CAN EVOLVE. YOU CAN EXPAND. YOU CAN EARN IN MULTIPLE WAYS.

# HOW THE CHALLENGE WORKS

This is a step-by-step process designed to help you build a profitable content business in just **14 days**.

**FOLLOW THE PLAN.  
TAKE THE ACTION.  
GET THE RESULTS.**

01



## COMPLETE YOUR ASSESSMENT

Answer a few simple questions about your skills, interests, and goals.

02



## RECEIVE YOUR RECOMMENDED MONEY LANE

Discover the lane that's the best fit for you right now.

03



## FOLLOW YOUR DAILY ACTION PLAN

Each day has a clear focus and action step to help you build momentum.

04



## ATTEND THE LIVE COACHING DAYS

Get support, accountability, and expert coaching on the key days.

05



## BUILD YOUR FIRST INCOME SYSTEM

Create a repeatable system that turns your content into consistent income.

## LIVE COACHING DAYS

You don't have to do this alone. We'll meet live on these key days to keep you focused and moving forward.

DAY

**1**

KICKOFF +  
CLARITY

DAY

**7**

MIDPOINT +  
MOMENTUM

DAY

**10**

STRATEGY +  
OPTIMIZATION

DAY

**14**

SYSTEM BUILD +  
NEXT STEPS

# CHALLENGE GUIDELINES FOR SUCCESS

This challenge is only as powerful as the commitment you bring to it. These guidelines will help you get the results you’re here for.

—

CONSISTENCY  
BEATS INTENSITY.

—

Do the work, trust the process, and results will follow.

—

|    |                                                                                                                            |                                                                     |
|----|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| 01 | <b>SHOW UP DAILY</b><br>Your daily actions create your future results. Consistency is non-negotiable.                      | Progress isn’t made in a day. It’s made in the decision to show up. |
| 02 | <b>TAKE ACTION</b><br>Knowledge without action is just information. Implement what you learn, even if it’s not perfect.    | Done is better than perfect. Momentum beats overthinking.           |
| 03 | <b>ATTEND THE LIVE DAYS</b><br>The live coaching days are where breakthroughs happen. Be there live if you can.            | These sessions are designed to accelerate your results.             |
| 04 | <b>ENGAGE &amp; PARTICIPATE</b><br>Ask questions. Get support. Share wins. This community is here to help you grow.        | The more you engage, the more you’ll get out of this.               |
| 05 | <b>COMMIT TO THE FULL 14 DAYS</b><br>Don’t just try this challenge—commit to it. 14 days will change your business.        | Your results are on the other side of consistency.                  |
| 06 | <b>FOCUS ON PROGRESS, NOT PERFECTION</b><br>There will be good days and challenging days. Keep going. Progress is the win. | Perfection doesn’t pay the bills. Progress does.                    |

You didn’t join this challenge to stay stuck.  
FOLLOW THE PLAN. TRUST THE PROCESS. CHANGE YOUR LIFE.

# GET READY TO BUILD.

In the next 14 days, you're going to learn, implement, and take action.

You'll have the strategy, the support, and the step-by-step plan.

Now all that's left is for you to show up and commit.

**YOU DON'T NEED  
TO HAVE IT ALL FIGURED OUT.**  
**YOU JUST NEED TO  
BE WILLING TO START.**

This challenge will give you the clarity, confidence, and system to make your content work for you.

## HOW TO GET STARTED

**01**

### TAKE THE ASSESSMENT

Answer the questions honestly so we can match you with the right money lane.

**02**

### REVIEW YOUR RESULTS

You'll get your recommended money lane and next steps.

**03**

### ACCESS YOUR 14-DAY PLAN

Get your daily plan, join the live sessions, and save the key dates.

**04**

### SHOW UP & TAKE ACTION

Follow the plan, take action daily, and build your business with confidence.

## WHAT TO EXPECT

### CLARITY

You'll know exactly what to focus on and what steps to take.

### MOMENTUM

Daily action will create results and build your confidence.

### SUPPORT

Live coaching and community to keep you encouraged and accountable.

### RESULTS

You'll build a system that turns your content into consistent income.

The next 14 days can change everything.

**YOU IN?**

# WHAT SUCCESS LOOKS LIKE AFTER 14 DAYS

You won't have a perfect business in 14 days.  
But you WILL have momentum, clarity,  
and results you can build on.

Here's what's possible when you commit  
and follow the plan.

**FOCUS ON PROGRESS,  
NOT PERFECTION.**

Small daily actions  
lead to big results.

Keep showing up.

Your future self  
is counting on you.

**01**



## CLARITY & DIRECTION

You'll know your  
recommended money  
lane and exactly what  
to focus on.

**02**



## DAILY MOMENTUM

You'll have built the habit  
of taking action daily  
and creating consistent  
progress.

**03**



## CONTENT THAT WORKS

You'll have content  
strategies and assets  
that attract, connect,  
and convert.

**04**



## REAL RESULTS

You could see new  
leads, sales, income,  
or opportunities  
starting to come in.

**THIS IS JUST THE  
BEGINNING.**

The next 14 days can set the foundation  
for a business and life you love.

**You're not just building content.  
You're building freedom.**

**YOUR COMMITMENT  
STARTS NOW**

I'm ready to commit to the next 14 days.  
I will show up, take action, and trust  
the process.

**SIGN HERE:** \_\_\_\_\_

# YOUR 14-DAY ROADMAP

This is your roadmap for the next 14 days.  
Each day builds on the last.  
Follow the plan, take action,  
and trust the process.

**REMEMBER:**  
Progress each day creates  
freedom in the future.

## THE 14-DAY FORMULA



LEARN

Simple, focused  
training each day.



IMPLEMENT

Take action  
with what  
you learn.



OPTIMIZE

Refine, adjust,  
and improve.



SCALE

Build systems  
and create  
consistent income.

| PHASE 1                                                                                                                                                                                                                           | PHASE 2                                                                                                                                                                                                                                              | PHASE 3                                                                                                                                                                                                                                                   | PHASE 4                                                                                                                                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| DAYS 1–4                                                                                                                                                                                                                          | DAYS 5–8                                                                                                                                                                                                                                             | DAYS 9–12                                                                                                                                                                                                                                                 | DAYS 13–14                                                                                                                                                                                                                         |
| <div>FOUNDATION</div> <div>Get clear, get focused,<br/>and build your foundation.</div> <div>FOCUS:</div> <div><ul style="list-style-type: none"><li>Clarity</li><li>Mindset</li><li>Your lane</li><li>Core setup</li></ul></div> | <div>ACTION</div> <div>Create, connect,<br/>and build momentum.</div> <div>FOCUS:</div> <div><ul style="list-style-type: none"><li>Content Creation</li><li>Audience Connection</li><li>Consistent Execution</li><li>Lead Generation</li></ul></div> | <div>OPTIMIZE</div> <div>Refine your strategy<br/>and increase results.</div> <div>FOCUS:</div> <div><ul style="list-style-type: none"><li>Analyze &amp; Adjust</li><li>Improve Content</li><li>Build Offers</li><li>Increase Conversions</li></ul></div> | <div>SCALE</div> <div>Build systems and<br/>plan for long-term growth.</div> <div>FOCUS:</div> <div><ul style="list-style-type: none"><li>Systemize</li><li>Leverage</li><li>Scale Your Income</li><li>What's Next</li></ul></div> |

14 DAYS CAN CHANGE  
EVERYTHING.

Your future is created by  
what you do today, not tomorrow.  
START TODAY. COMMIT FULLY.  
CHANGE YOUR LIFE.