

The 7-Day Starter Plan

One simple step a day to start building an online income around things you own: your niche, your email list, your offer and your content.

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Before you start: an honest note

This plan is free and works on its own. You do not need to buy anything to follow it.

At the end of each day you will see a short note on where Scale.gg (formerly sold as Scale+, ScalePlus and Groove) can help you go further. I am an affiliate for Scale.gg. If you buy through my link, I may earn a commission at no extra cost to you.

There are no income promises here. Results depend on your effort, your niche, your offer and plenty of things outside anyone's control. What this plan gives you is a clear, practical start.

How to use this plan

Give each day about 30 to 60 minutes. If a day takes longer, that is fine. Finish it before moving on.

- **Owned assets first.** Social media accounts are rented space: the rules and reach can change overnight. Your email list, your offer and your own pages are things you control.
- **Done beats perfect.** Each day has one clear task. A rough version you can improve is worth more than a perfect plan that never leaves your notebook.
- **Keep one notes file.** Create a document called "My Starter Plan" and save each day's answers there. By Day 7 it becomes your simple business plan.

What you will have by the end of Day 7

- ✓ A clear niche: who you help and with what
- ✓ A free email list with a working sign-up form
- ✓ A simple free resource (a "lead magnet") and a page to give it away
- ✓ A first offer idea, tested with real questions
- ✓ One helpful piece of content that points people to your list
- ✓ A short automated welcome email sequence
- ✓ A simple 30-day plan and a way to track what is working

DAY 1

Choose your niche

Today's goal: Decide who you help and what problem you help them with.

Why it matters: A clear niche makes every later step easier. You know who to write for, what to offer and where to find people. "Everyone" is not a niche.

Your steps

1. Write down 3 topics you know about, enjoy, or have solved for yourself (for example: budgeting on a low income, getting started with home baking, beginner fitness after 50).
2. For each topic, write one specific person you could help: "new dog owners in flats", not just "pet owners".
3. Search each topic on Google, YouTube and Amazon books. If people are asking questions, buying books and watching videos, there is demand.
4. Pick one. Finish this sentence: "I help [who] to [result] without [common frustration]."

✓ Your next action

Save your one-sentence niche statement in your notes file.

Where Scale.gg helps you go further

Scale.gg includes an Ideal Client Profile Generator and BrandBaser (on the Pro and Pro Max plans), which can help you turn your niche into a written customer profile and brand guide. Useful once your niche is chosen; not a substitute for choosing it.

Affiliate link: [AFFILIATE LINK]

DAY 2

Set up your free email list

Today's goal: Open an email account with a free or low-cost email tool and create one sign-up form.

Why it matters: Your email list is the most important asset in this plan. You can reach your subscribers directly, without depending on an algorithm.

Your steps

1. Choose an email tool. Many have a free starter tier; look for one that offers sign-up forms, automated sequences and an easy unsubscribe link.
2. Create one list and name it after your niche (for example "Dog Owners in Flats").
3. Add your real business or postal address to your email settings. UK and EU rules (UK GDPR and PECR) expect you to say who you are and to make unsubscribing easy.
4. Create a simple form asking for first name and email address only. Fewer fields usually means more people finish the form.
5. Sign up to your own list to check that the confirmation and welcome emails arrive.

✓ Your next action

Have a working form that adds a test subscriber (you) to your list.

Where Scale.gg helps you go further

MailBaser is Scale.gg's email tool for broadcasts, forms, audience segments, sequences and rules-based automations. It is included from the Starter plan upwards. Scale.gg also has a Forms app. If you would rather keep your email, pages and offer in one account, this is where it helps.

Affiliate link: [AFFILIATE LINK]

DAY 3

Create a simple free resource and a page to give it away

Today's goal: Make one short, useful freebie and a page where people can request it.

Why it matters: People join a list when they get something useful in return. A small, specific freebie works better than a big, vague one.

Your steps

1. Pick one quick win your niche wants. Good formats: a one-page checklist, a short guide, a template, or a 5-day email tip series.
2. Write it in plain words. Aim for something a person can use in 15 minutes.
3. Build a simple opt-in page: a clear headline, 3 bullet points on what they get, your form, and a privacy line ("No spam. Unsubscribe any time.").
4. Connect the form so new subscribers receive the freebie automatically by email.
5. Ask one friend to sign up and tell you anything that was confusing.

✓ Your next action

Publish your opt-in page and confirm the freebie arrives by email.

Where Scale.gg helps you go further

On the Pro and Pro Max plans, Scale.gg includes PageBuilder.gg for pages and CreatorStudio.gg and Imager.gg for creating content and images, with monthly AI credits (2,500 on Pro, 7,500 on Pro Max, according to Scale.gg's pricing page). Handy for building pages faster, but a plain page that works is all you need today.

Affiliate link: [AFFILIATE LINK]

DAY 4

Shape your first offer

Today's goal: Decide on one small, useful thing you could sell or recommend, and check that people want it.

Why it matters: Your list becomes an income asset when you have something genuinely helpful to offer. Start small and simple.

Your steps

1. Choose one route: (a) your own small product, such as a mini-course, template pack or workbook; or (b) a product you already use and trust that has an affiliate programme.
2. Write a one-paragraph description: who it is for, what it helps with, what is included and the price.
3. Test it before building it. Ask 5 people in your niche: "Would this be useful to you? What would you want it to include?"
4. Note the exact words people use. They are your best sales copy later.
5. If you recommend affiliate products, always say so clearly. It is the honest thing to do and UK advertising rules expect it.

✓ Your next action

Write your offer paragraph and collect feedback from at least 3 people.

Where Scale.gg helps you go further

Scale.gg has a \$0 Free plan with ScalePay, MyStore, Courses.gg and Invoicer, so you can sell a product, deliver a course and send invoices without a monthly software fee. Platform fees apply when an eligible app processes a sale, and payment-processor fees are separate. Check the current fees at checkout.

Affiliate link: [AFFILIATE LINK]

DAY 5

Publish one helpful piece of content

Today's goal: Create one piece of content that helps your niche and invites people to your freebie.

Why it matters: Content is how strangers find you and start to trust you. One good piece you can share many times beats lots of rushed posts.

Your steps

1. Answer one real question your niche asks (you collected some on Day 1 and Day 4).
2. Pick one format you are comfortable with: a blog post, a short video, or a social media post.
3. Use a simple structure: the problem, 3 practical tips, and a next step.
4. End with a clear invitation: "Want my free [freebie name]? Get it here: [your opt-in page link]."
5. Share it in 2 places where your niche already spends time, following each group's rules.

✓ Your next action

Publish one piece of content with a link to your opt-in page.

Where Scale.gg helps you go further

BlogBaser (blogging), VideoPlayer.gg (video hosting) and CreatorStudio.gg are part of the Scale.gg Pro suite, which can help you publish and reuse content from one place. Pro Max also adds Media Superpowers, including a Clip Engine for turning a long video into shorter clips.

Affiliate link: [AFFILIATE LINK]

DAY 6

Automate your welcome emails

Today's goal: Set up a short series of emails that every new subscriber receives automatically.

Why it matters: Automation lets your list keep working while you are busy. Every new subscriber gets a friendly, consistent start.

Your steps

1. Write 3 short emails. Email 1 (sent straight away): deliver the freebie and say hello. Email 2 (Day 2): share one useful tip and your story. Email 3 (Day 4): a helpful resource or your offer, with a clear, no-pressure link.
2. Keep each email to one idea and one link.
3. Add your name, your address and an unsubscribe link to every email.
4. Set the delays inside your email tool and switch the sequence on.
5. Sign up again with a second email address to test the timing and links.

✓ Your next action

Switch on a 3-email welcome sequence and test it.

Where Scale.gg helps you go further

Scale.gg includes MailBaser sequences, an Automations app and Dynamic Sequencing & Follow-Up, and it connects to Zapier, Make.com and n8n, according to its pricing page. On Pro Max, an AI agent can prepare work across the apps for you to review and approve before anything is sent.

Affiliate link: [AFFILIATE LINK]

DAY 7

Review, plan and keep going

Today's goal: Look at what you have built and make a simple plan for the next 30 days.

Why it matters: The businesses that last are built through steady, repeated small actions. Today you turn this week into a routine.

Your steps

1. Check your numbers: page visits, sign-ups and email opens. Write them down, even if they are small. They are your starting point.
2. Ask: what was easiest? What felt hardest? What did people respond to?
3. Plan a simple weekly rhythm: one new piece of content, one email to your list, and one small improvement to your page or offer.
4. Put 3 time blocks in your calendar for next week.
5. Pick one skill to improve this month: writing emails, making videos, or understanding your niche better.

✓ Your next action

Write your 30-day plan and book your first 3 time blocks.

Where Scale.gg helps you go further

Scale.gg Pro Max includes a live weekly session with founder Mike Filsaime, the Agentic Marketing Mastermind, on Fridays from 1 to 3 PM US Eastern (usually early evening in the UK). Replays with transcripts and resources are posted within 24 hours. It also includes a private member community. Pro Max costs \$200 a month or \$1,495 a year, with a 30-day money-back guarantee.

Affiliate link: [AFFILIATE LINK]

Your next step

You now have the bones of an online income built on things you own. Keep the weekly rhythm going for 30 days, then review again.

If you want one account for your email list, pages, offers, courses and automations, plus a live weekly session to learn alongside others, Scale.gg is worth a look. Start with the Free plan if you only need to sell and deliver a product, or compare the paid plans if you need more.

See Scale.gg: [AFFILIATE LINK]

Scale.gg plans at a glance

Prices are in US dollars, as shown on scale.gg on 31 October 2026. Check the current page before buying.

Plan	Price	What it covers
Free	\$0 a month	ScalePay, MyStore, Courses.gg, Invoicer. Platform fees apply on sales. No AI credits.
Solo	\$395 a year	One product: ClickCampaigns, PageBuilder.gg, MyStore.gg Pro or Courses.gg Pro. 1,000 one-time AI credits.
Starter	\$495 a year	A starter bundle, including MailBaser. 2,500 one-time AI credits.
Pro	\$95 a month or \$795 a year	Every listed Scale.gg app. 2,500 AI credits a month.
Pro Max	\$200 a month or \$1,495 a year	Everything in Pro plus the weekly live Mastermind, replays, Skills Hub, Scale Design, AppBuilder, private community. 7,500 AI credits a month.

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