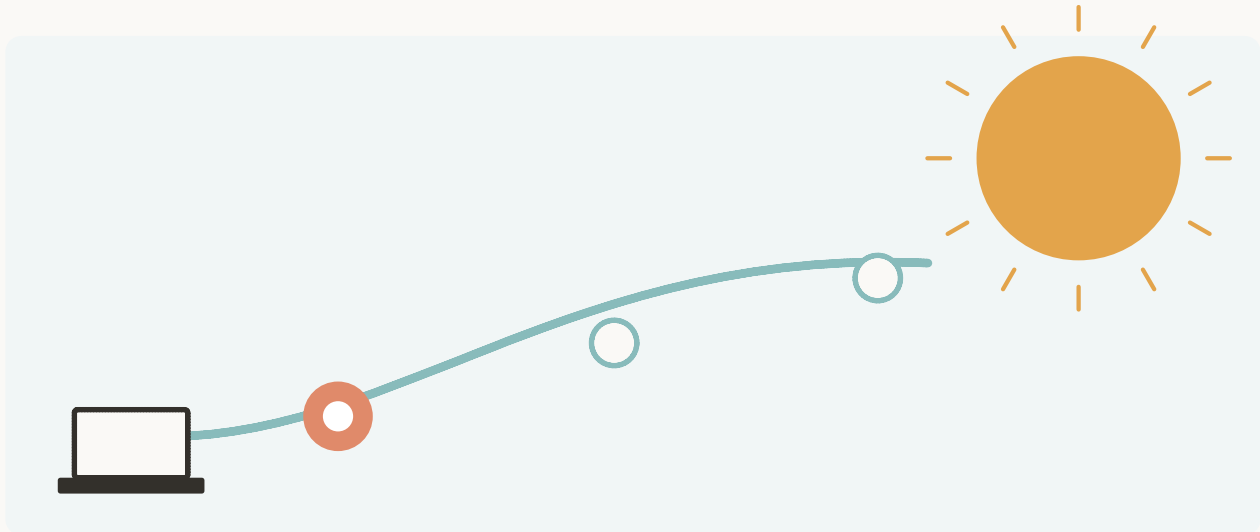




THE LAPTOP BOSS

The Daydreamer

90-Day Plan

You've got the wanting. The next 90 days give you the idea.

All 13 weeks, in order. What to do, what to decide, and roughly how long it takes.

Where you're starting

A daydreamer isn't someone who won't do it. It's someone who's been doing the part nobody gives credit for: picturing it, turning it over on the commute, keeping the idea alive through however many months or years of ordinary weeks. What daydreaming can't do is choose for you, and choosing is the whole work of the next 90 days.

So this plan spends its first month on one question, because it's the question everything downstream depends on: what are you actually building? Most people skip it, pick the idea that sounds most impressive, and stall in week 9 wondering why it feels like homework.

Nobody's asking you to quit anything. Every week here fits in stolen hours, and the salary keeps landing the whole way through.

If you've tried this before and stopped

Then read this bit twice. Starting a business used to mean somewhere north of 150 separate tasks, most of them boring, many of them writing, all of them landing on one person after a full day's work.

People didn't stall because they lacked grit. They stalled because the workload was genuinely unreasonable, and nobody said so out loud.

That's the part that changed. The heavy lifting, the drafting, the blank pages, the rewriting, hands over to AI now. What's left for you is the deciding, and deciding is the part you were always able to do.

How to use this plan

Read one week at a time. Not the whole thing in one sitting, however tempting that is. Each week is written to be opened on the Monday and closed on the Sunday, and reading ahead mostly produces worry about decisions you don't have to make yet.

Every week has three parts: what to do, the one decision that's yours, and roughly how long it takes. The time estimates assume you're tired and doing this around a job, because you probably are.

If a week takes you two weeks, it takes you two weeks. The order matters far more than the pace, and the order is the thing most people get wrong.

Four things worth doing before week 1

- 1 **Pick where this lives.** One notebook, one document, one folder. Somewhere your lists, notes and half-thoughts all land in the same place. Ideas that live in six apps quietly disappear.
- 2 **Book the time.** Look at next week and find the hours. Put them in your calendar now, with a name, before anything else claims them. An hour or two is genuinely enough to start.
- 3 **Decide who knows.** You don't owe anyone an announcement. Some people work better with one person cheering them on, others need the quiet. Choose on purpose rather than by accident, and check your employment contract while you're thinking about it.
- 4 **Write down why.** One line, today, before the work starts. On the weeks where nothing seems to move, that line is what gets you back to the desk. Keep it where you'll see it.

What your destination changes

All four destinations are here on purpose. Most people sit somewhere between two of them at the start, and plenty change their mind by week 6 once the idea gets real. So read yours, then read the others. Knowing what the alternatives ask of you is part of choosing properly, and it costs two minutes now instead of a rebuild in month four.

The 13 weeks are the same whichever one you picked. Your destination changes one thing, and it's the big one: what shape of business is worth building in the first place.

The Jet Setter

Everything you build has to survive patchy wifi and a five-hour time difference. That rules out anything delivered live to a fixed UK diary, and anything needing you physically in a room. What's left is still enormous: written work, recorded work, things that sell while you're on a plane. Your plan makes you test the idea against that at week 2, when changing course is free, rather than at week 9 when it's built.

The Own Hours Boss

You've got the widest choice of anyone here, and that's the trap. When you're not building around flights or around a day job, almost any shape of business works, so the deciding gets postponed. Your plan pushes you to pick a shape early and commit to it. The one rule worth honouring: build something where the work fits your rhythm rather than someone else's diary, or you'll rebuild your commute in a different shape.

The Side Hustler

Your constraint isn't where you are, it's the diary. Whatever you build has to be deliverable in evenings and weekends, without a client expecting you at 2pm on a Tuesday. That points away from scheduled calls and towards work you do in your own time. The upside nobody mentions: keeping the salary lets you be picky and slow in a way full-timers can't afford to be. Your plan treats that as an advantage.

The Free Agent

Wanting the choice is a real answer, and it carries a real risk: building something so flexible it never becomes anything. The freedom you're after comes from the business running without you being in a particular place at a particular hour, so that's the test to hold every idea against. Your plan asks you to commit to one shape first and collect the flexibility afterwards, because it arrives as a result rather than a starting condition.

Find the idea

Week 1 · Empty your head

This week is only about getting what's in your head onto paper. Nothing is being judged, chosen or committed to. A notebook or a blank document is the whole toolkit.

This week. Write down every idea you've ever had for this, including the daft ones and the ones you've dismissed. Aim for 20; the good ones usually arrive after the obvious 8. Then write a second list: things people have asked your help with in the last two years, at work or outside it.

The decision. None yet. This week is deliberately decision-free, which is what makes it possible.

About 60 to 90 minutes, or three short sittings.

Week 2 · The three circles

Now you sort what you wrote down. The three circles are a simple filter: what you're good at, what you enjoy, and what people already spend money on. Ideas sitting in all three are the ones worth your time.

This week. Take your lists and sort every idea against three tests: are you good at it, do you actually enjoy it, and does anyone already pay for something nearby. That third test is the one people skip. If nobody is paying for anything in the neighbourhood of your idea, that's information worth having in week 2 rather than week 30. Before you commit to it, hold the idea against your destination from the page before this one: could you actually run this alongside the life you want?

The decision. Which 3 ideas survive all three tests.

About 45 minutes.

Week 3 · The eulogy exercise

This one sounds heavy and isn't. You write a short paragraph about the working life you'd want remembered, then hold your ideas up against it. It's a way of choosing with your gut rather than a spreadsheet.

This week. Write the paragraph you'd want read out about your working life. Not the job titles, the effect you had. Then read your 3 surviving ideas next to it and notice which one belongs in that paragraph. This sounds soft and it's the most reliable filter in the plan, because it's the only test that asks what you want to be for.

The decision. Which single idea you're taking into week 4.

About 40 minutes, and a walk.

Week 4 · Choose, and say it in a sentence

Time to pick one. You'll write it as a single plain sentence a stranger would understand, which is harder than it sounds and is exactly the point.

This week. Write your idea as one sentence: I help [who] to [do what]. Rewrite it until it's short enough to say out loud without wincing. Then say it out loud, to yourself, twice.

The decision. This is the one. Chosen, not perfected.

About 30 minutes.

On changing your mind later

You're allowed. Roughly half of people adjust the idea after the conversations in weeks 5 to 8, and that's the conversations working. Changing the idea because you learned something is progress. Changing it because week 5 felt uncomfortable is the loop that keeps people at week 1 for three years.

PHASE 2, WEEKS 5 TO 8

Test it on real people

Week 5 · Find five humans

Before building anything, you talk to people who already live with the problem you think you're solving. This week is only about finding five of them and asking for their time. Real people with the problem, not friends who'll be kind about your idea.

This week. List 5 people who match the person you'd sell to. Not friends being kind; people with the actual problem. Two from your existing network, three you'll have to reach for. Message them and ask for 20 minutes.

The decision. Who the 5 are.

About 30 minutes.

The message that works (adapt, don't copy word for word)

"Hi [name], I'm looking into [problem] at the moment and you're one of the few people I know who's actually lived it. Could I borrow 20 minutes to ask you about your experience? I'm not selling anything, I'm trying to understand the problem properly before I build anything."

The last sentence is what gets the yes. Keep it true.

Week 6 • Have the conversations

This week you have the calls, by phone or video, twenty minutes each. You're asking about their life rather than presenting yours.

This week. Run the calls. Ask about their experience, not your idea. Five questions, in this order: what do you do about [problem] now, what's the most annoying part, what have you tried, what did that cost you, what would have to be true for you to sort it properly.

The decision. None during the calls. Listening now, deciding later.

About 20 minutes each, so about 2 hours across the week.

The trap

Describing your idea and asking if they like it. People are kind, they'll say yes, and you'll have learned nothing. Ask about their life. Their answers tell you whether your idea matters without them ever having to review it.

Week 7 • Read what they said

Now you look for patterns in what you heard. When two or more people describe the same frustration in similar words, that's the signal, and those words become the words on your page later.

This week. Go through your notes and mark every phrase that repeats across two or more people, in their words. Repeated phrases are the ones to build on, and later they become the words on your page.

The decision. Does the problem you picked match the problem they described? Confirm, adjust, or go back to your week 2 shortlist.

About 45 minutes.

Week 8 • Two dates on the calendar

Two dates go in your calendar this week. They're the first real commitment you make to yourself, and having them written down changes how the next year feels.

This week. Set your Launch Date, the day something of yours goes live and is buyable. Then set your Independence Date, the day you'd like this to matter to your income. Put both somewhere you'll see them daily.

The decision. The two dates. Make the first one real and the second one honest.

About 20 minutes.

PHASE 3, WEEKS 9 TO 13

Lay the foundations

Week 9 • Protect the hours

A business built in whatever time is left over never quite gets built. This week you find the actual hours and defend them.

This week. Look at a normal week and find the hours this will actually live in. Name them, put them in the calendar as recurring, and tell one person they exist so they're harder to give away.

The decision. Which hours, and what gets dropped to make room. Something does.

About 30 minutes.

Week 10 • The money picture

This week is about knowing your numbers rather than changing them. What your life costs, what comes in, and how long you could manage if you had to. Most people avoid this and worry about it anyway.

This week. Work out your number: what your life costs each month, what's coming in, and what a month of runway looks like for you. No plan changes yet. The number just stops the fog.

The decision. What your monthly floor is.

About 60 minutes.

Week 11 · Your first AI drafting session

This is where AI starts carrying the heavy end. You'll open a free AI tool (ChatGPT and Claude both have free plans), hand it something you've been avoiding writing, and edit what comes back. It's the habit everything else in this plan leans on.

This week. Take one thing you've been avoiding writing, an introduction of yourself, a description of the idea, and draft it with AI. Your job is the decisions and the edit; the blank page is the machine's problem now.

The decision. Whether the draft sounds like you. Rewrite until it does.

About 45 minutes.

Week 12 · Tell one person properly

Saying it out loud to another person makes it real in a way that thinking about it never does. This week you pick one person and tell them properly.

This week. Have one honest conversation with someone whose opinion you'll be carrying anyway. Say what you're building, what stage you're at, and what you need from them, which is usually just for it not to be a running joke.

The decision. Who, and how much you're telling them.

About one conversation.

If they're likely to be sceptical, open like this

"I want to tell you what I'm working on. It's early and I'm not asking you to be excited about it. I'd just rather you heard it from me than found out later."

Sceptical people almost always soften when they're brought in rather than presented to.

Week 13 · Look back, then choose the next 90

The last week looks backwards first, then forwards. Both halves matter, and most people skip the first one.

This week. Start by reading your week 1 lists, the ones you wrote before any of this was real. Most people are quietly shocked by the distance, and it's worth sitting with for a minute, because you'll get no ceremony for it from anywhere else. Then take stock properly and write it down: the idea you chose and why, what the five conversations actually taught you, the two dates in your calendar, the hours you protected and whether you held them, and your monthly number. That's your starting position, and it's more than most people have after a year of thinking about it.

Then write the next 90 days on a single page. Be specific and be realistic: the first offer shaped, the first page live, ten conversations with people who'd buy, whatever the honest next block is for you. One page, not ten, and it stays where you can see it. If something didn't work this quarter, name it plainly and decide whether it gets fixed or dropped, because carrying it unexamined into the next 90 days is how quarters start repeating themselves.

The decision. What the next quarter is for, in one sentence you could say out loud.

About 60 to 90 minutes, and worth doing somewhere that isn't your desk.

Where this leaves you

Ninety days ago this was a feeling you had on Sunday nights. It's now an idea with a name, evidence from real people, two dates, protected hours and a number. That's a foundation, and it's the part almost nobody builds.

What happens next

You've got the map now. Every week tells you what to do, what you're deciding, and roughly how long it should take.

This plan takes you from wherever you are today to a tested idea and real foundations. What comes after that is the build: turning the idea into a business that's actually live and taking money. If you'd like that whole part mapped out for you rather than worked out as you go, that's what I made **The Laptop Boss Launchpad** for.

It's the complete launch system: everything it takes to start an online business of your own and get it properly live, from the very first steps through to your first sale. Not a version of this 90-day plan, the whole build. It's broken into small jobs you tick off one at a time, so you always know what today's is. It comes with ready-made templates for the fiddly parts, like your page and your emails, so you're never staring at a blank screen. And it comes with a set of AI helpers I made that write the first draft with you, in your own words, so the writing stops being the thing that holds everything up.

You don't have to go looking for it. You're on my email list, so that's where I'll tell you all about it.

Until then, week 1 is sitting there waiting. It starts whenever you decide it does.

All my best,
Nichola

Who wrote this plan

I'm Nichola. I spent 20 years in corporate life before I sold up in London and moved to a village in France to build something of my own. It was harder than anyone had told me it would be, and I got through it the slow way, by project-managing myself through every single task, years before AI could carry any of it.

That's where this plan comes from: the order I worked out the hard way, written down properly so you don't have to.

One thing you should know

Where I've recommended [Systeme.io](#), I'm an affiliate: if you sign up through my link I earn a commission, at no extra cost to you. I recommend it because it's what I run my own business on and its free plan genuinely does the job. Nothing in this plan needs paying for in your first 90 days.