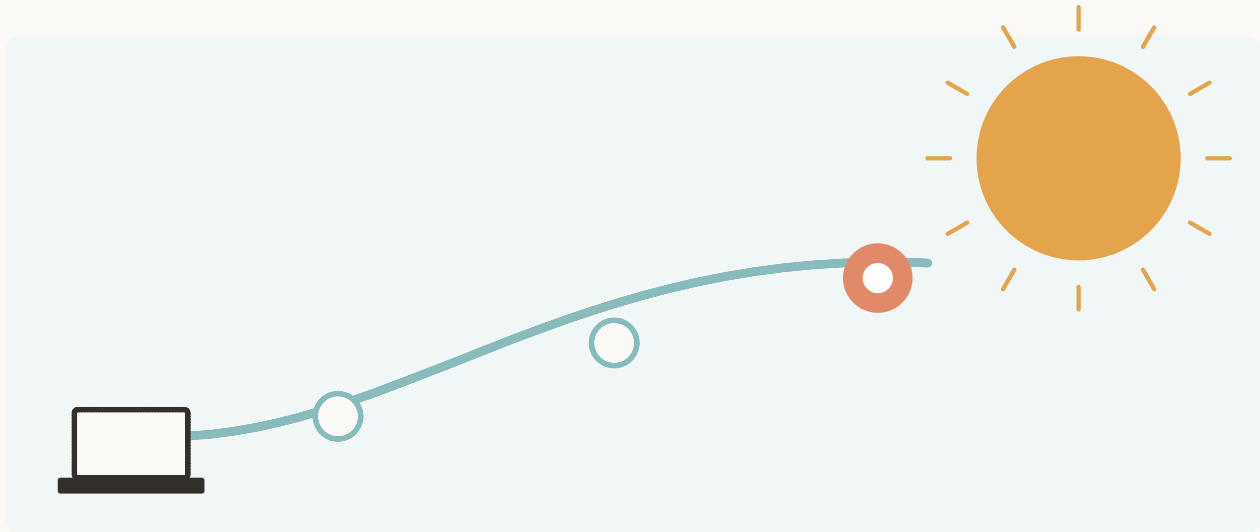




THE LAPTOP BOSS

The Escape Artist

90-Day Plan

You've got the readiness. The next 90 days give you the build order.

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

Where you're starting

An escape artist doesn't force the lock. The trick is knowing the order things move in, and being patient enough to work it. That's where you are: the idea, the nerve and enough evidence to move. The risk at your stage is different from everyone else's, and it's building the wrong thing efficiently.

So this plan front-loads the sequencing decisions, then runs hard. Setup in the first month, the words in the second, and a launch fortnight mapped day by day at the end, because that's where momentum usually leaks.

Salary stays. Speed doesn't require jumping.

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.

The setup sprint

Week 1 · Pick the smallest complete thing

You're ready to build, which makes building too much your biggest risk. This week you cut the plan down to the smallest version that still solves the problem properly.

This week. Write down what you're planning to build, then cut it to the smallest version that still solves the problem completely. One offer, one audience, one way to buy. Everything you cut goes on a “later” list so it stops arguing with you. 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. What version 1 actually is.

About 90 minutes.

The stage-specific trap

You're capable enough to build the big version, so you will, and you'll launch six weeks late to an audience of nobody. Small and live beats complete and pending.

Week 2 · The stack, connected

Your **stack** is just the handful of online tools your business runs on. For most people starting out that's three jobs: somewhere to put a web page, something to send emails to a list, and something to take payments. One platform can do all three, which is a lot simpler than stitching three tools together. **The one I'd recommend is [Systeme.io](#).** I've tested plenty of these over the years and it's what I use myself, it has a genuinely usable free plan, and everything in this plan is built to work with it, so you won't have to unpick anything later. Kit and Shopify are the other names you'll come across. This week you set yours up and check the pieces actually talk to each other.

This week. Set up the tools end to end and test them against each other: page, email, payment. Make a real purchase of a £1 test product and refund yourself. Tools that “should work” mostly don't, and finding that out now costs an evening rather than a launch.

The decision. Which stack, and it's the boring one.

About 3 to 4 hours.

Week 3 • The one-pager, live and rough

A **one-pager** is a single web page with your name on it, saying who you help and how to reach you. You build it inside the tool you chose last week and publish it at a web address of your own. It doesn't need to be good yet. It needs to exist.

This week. Put a single page up, this week, even if it's just who you help and a way to get in touch. Having a live URL changes how the rest of the quarter feels.

The decision. Live at 70 percent, improved later.

About 2 to 3 hours.

Week 4 • The offer, fully specified

This week you write down exactly what someone gets when they pay you. It's a private working document for now, a page in your notes or a Google Doc, and nobody else sees it. Writing it down is what forces the decisions out into the open.

This week. Write the full spec: what's included, in what order, what someone can expect by when, and what it costs. Then write what it doesn't include, which is the part that saves you from scope creep and refund arguments later.

The decision. The price, and the boundaries.

About 2 hours.

PHASE 2, WEEKS 5 TO 9

The words

Week 5 • The sales page

The **sales page** is the page that asks for the money: what you're selling, who it's for, what it costs, and a button. This week you draft the whole thing with AI, then edit it hard. Open a free AI tool (ChatGPT or Claude), give it your spec from last week and the words your buyers used, and fix what comes back.

This week. Draft the whole page with AI: the problem in your buyer's words, what you've made, what's included, who it's for, who it isn't, the price, the guarantee, the button. Then edit it until the AI-ness is gone.

The decision. The promise you're making, and whether you can keep it.

About 3 hours.

Week 6 · The email sequence

These are the emails that go out automatically after somebody joins your list. You write them once, load them into your email tool in order, and it sends them to every new person without you touching anything.

This week. Draft the emails that arrive after someone joins your list. Aim for 5 to 7 over about 10 days. Each one useful on its own, so nobody has to read all of them for any of it to be worth it.

The decision. The one thing each email is for.

About 3 hours.

Week 7 · The way in

The **way in** is the free thing somebody gets in exchange for their email address. A checklist, a short guide, a template: small, genuinely useful, and finished. It lives behind the signup box on your page.

This week. Build the free thing that earns the email address. It should solve one small piece of the problem completely, in a way that makes buying the paid thing the obvious next step.

The decision. What it is, and what it deliberately leaves undone.

About 3 to 4 hours.

Week 8 · Wire it and break it

This week you stop building and start testing. You walk through your own setup as though you were a stranger who'd never seen it, with your own money, on your own phone.

This week. Connect everything and run the whole path as a stranger: sign up, get the emails, click the buttons, buy the thing, check what lands. Do it on your phone too. Then fix what broke, because something will have.

The decision. None. This week is a test, not a debate.

About 3 hours.

Week 9 • Get two humans to read it

Fresh eyes catch what you stopped being able to see three weeks ago. Two people, one question each, and you only act on what both of them say.

This week. Send your page to two people: one who matches your buyer and one who'll be honest to the point of rude. Ask both the same question: what would stop you buying this? Fix the things they both name.

The decision. Which feedback to act on, which to note and ignore.

About 90 minutes plus their reading time.

PHASE 3, WEEKS 10 TO 13

Launch

Week 10 • Warm the ground

Launching into silence is what most people accidentally do. This week you start talking publicly about the problem, so that when the offer arrives it lands in front of people who already care about it.

This week. Start talking about the problem publicly, before the offer exists in anyone's mind. Three or four posts about what you keep seeing and what you've learned. No pitch yet.

The decision. What you're known for saying.

About 2 hours across the week.

Week 11 • Say it's coming

This week you name a date out loud and commit to it, which is what turns a plan into a launch.

This week. Tell people something's coming, when, and who it's for. Give a date and keep it. Message people individually who'd genuinely want to know.

The decision. The date. Then it's fixed.

About 2 hours.

Week 12 • Launch fortnight, part one

This is it. The first week of the launch, mapped out day by day so you're never deciding what to say at nine o'clock at night.

This week, day by day.

- Day 1** it's live. One post, one email, individual messages to the warmest people on your list.
- Day 2** the story of why you built it.
- Day 3** answer the question you've been asked most.
- Day 4** quiet day. Reply to everyone who's engaged.
- Day 5** name the objection you know people have, honestly, and address it.
- Weekend** rest. Genuinely.

The decision. How you'll respond to silence, decided in advance so you don't improvise a discount at 11pm on day 3.

About an hour a day.

Week 13 · Launch fortnight, part two, then read it

The second half of the launch, and then the part almost everyone skips: sitting down and adding up what actually happened.

This week, day by day.

- Day 8** the thing someone told you it did for them, if that exists yet. Otherwise, what you hope it does, said plainly.
- Day 9** the practical one. What's included, what happens after you buy.
- Day 10** last honest reminder, with a real reason it's the last one.
- Then stop** add up what happened: visitors, signups, sales, and what people said and asked.

The decision. What the next 90 days are for, based on what actually happened rather than what you feared would.

About an hour a day, plus 90 minutes on the read.

Where this leaves you

You came into this quarter ready and unsequenced. You leave it with something live, tested end to end, launched to real people, and a set of numbers that tells you what to do next. That's a business now, however small the first one is.

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.

You're close, and this plan gives you the order to finish. The Launchpad is that same finish line in far more detail: every step to launch, in sequence, so nothing gets missed and the momentum doesn't leak in the last stretch. If you'd like the whole build laid out end to end, 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.