The 30-Day Side Income Starter Plan

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Welcome

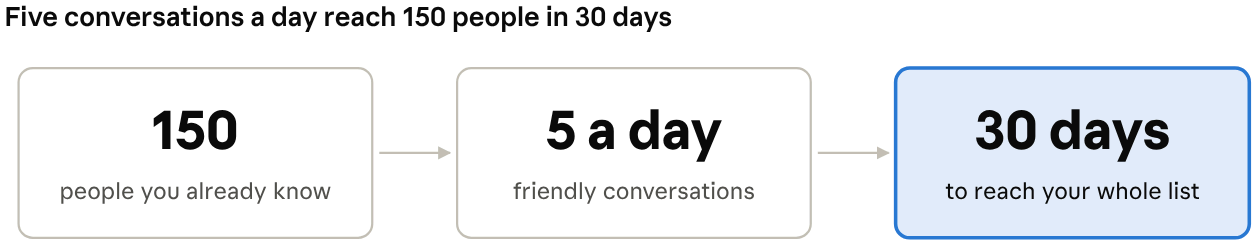
This is the exact 30-day plan I follow to build a second income alongside my career, written so you can start today with just your phone.

I'm John Shebà. I've spent over ten years in sales and business development, and I know how far one salary really goes. This plan isn't about luck or hard selling. It's about having simple, honest conversations with people who already know and trust you.

Read it in 15 minutes. Then do Step 1 tonight.

How the plan works

The whole plan rests on three numbers: 150 people, 5 conversations a day, 30 days.



the plan in three numbers

1. **150 people.** You already know more people than you think: family, friends, colleagues, church, school. You write them down.
2. **5 conversations a day.** Not sales pitches. Just catching up, and sharing what you're working on.
3. **30 days.** At 5 a day, you'll have spoken to all 150 within a month.

Most people never start because the goal feels big. Five conversations a day is small enough to do on a busy day.

Step 1: Build your list of 150

Set a 20-minute timer tonight and write every name that comes to mind. Don't judge who might be interested. Just write.

Use these prompts to jog your memory:

Where you know them from	Examples
Family	Parents, siblings, cousins, in-laws, aunties and uncles
School	Primary, secondary and university classmates, old teachers
Work	Current and past colleagues, clients, suppliers
Church or mosque	Fellowship members, choir, youth group, ushers
Neighbourhood	Neighbours, landlord, shop owners, your barber or hairdresser
Social	Friends, gym, football, WhatsApp groups, alumni groups
Services	Your mechanic, tailor, trotro or taxi regulars, market sellers

Tip: scroll through your phone contacts and WhatsApp chats. Most people find 150 names in under 20 minutes.

Step 2: Start conversations

Your only goal in a first message is a friendly reply, not a sale. Personalise each one with their name and something you share.

For a close friend or family member

> Hi [Name], how have you been? I've started something on the side that I'm really excited about. I'd love your honest opinion on it. Can I share it with you?

For someone you haven't spoken to in a while

> Hi [Name], it's been too long! I was going through my contacts and thought of you. How are things with you and the family?

When they reply, catch up first. Then: *"I've been working on a way to earn extra income from my phone. Would you be open to a quick look?"*

For a colleague or professional contact

> Hi [Name], I'm building a side business alongside my job and looking for a few sharp people to show it to. No pressure at all. Would you be open to a 15-minute chat this week?

If they say yes, share your page link or invite them to the next live session.

Step 3: Follow up without being pushy

Most people say yes on the second or third conversation, not the first. A kind follow-up is a service, not pressure.

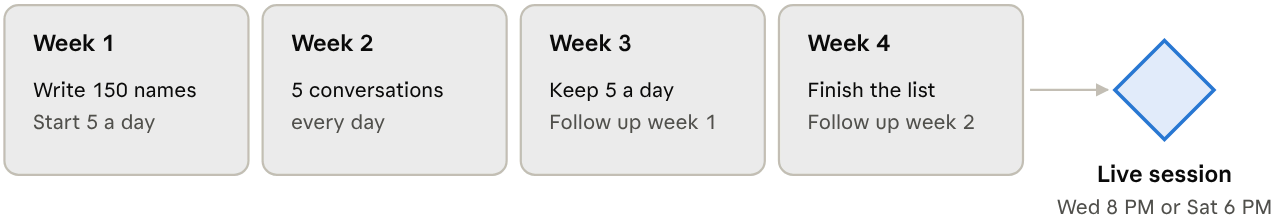
- **No reply after 2 days:** *"Hi [Name], just checking you saw my message. No rush at all."*
- **"Maybe later":** *"No problem. Can I check back with you next week?"* Then do it.
- **"Not for me":** *"Thanks for being honest. If you ever know someone looking for extra income, I'd appreciate you thinking of me."*

Stay friendly whatever the answer. Someone who says no today may say yes in three months, or send you someone who does.

Your 30-day tracker

Tick off each week as you go. Five conversations a day, five days a week, gets you to about 150 in 30 days.

Four weeks from your first name to a live session



your four weeks at a glance

Week	Goal	Conversations done	Follow-ups sent	Invited to a session
Week 1	Write your 150 names, start 5 a day			
Week 2	5 conversations a day			
Week 3	5 a day, follow up on week 1			
Week 4	Finish the list, follow up on week 2			
Days 29–30	Final follow-ups, plan your next 30 days			

- [ ] My list of 150 names is written
- [ ] I've sent my first 5 messages
- [ ] I've booked my seat at a live session

Common worries, honest answers

"I don't like selling." You're not selling. You're sharing something and letting people decide. The scripts above are just conversations.

"What if people say no?" Many will, and that's normal. You only need a few yeses out of 150.

"I don't have time." Five messages takes about 20 minutes. Most people spend longer than that scrolling each day.

"Will I definitely make money?" No one can promise that. Results depend on your effort and consistency. What this plan gives you is a clear way to start.

Your next step: join a live session

This plan shows you how to start conversations. The live session shows you what you're inviting people to, and how I'll support you.

Live intro sessions run on Zoom every Wednesday at 8 PM and Saturday at 6 PM, Ghana time. They're free, short and friendly, and you can ask anything.

To get the Zoom link, message me on WhatsApp: **+233 55 775 0104**

Follow my journey: TikTok **@daaju_01** · Instagram **@jb.sheba** · Facebook **John Shebà**

Progress over perfection. Start with five messages today.

— John Shebà, Independent IGNITE Brand Affiliate, Accra

Income is not guaranteed. Results depend on your own effort and vary from person to person.