

Your Midlife Reboot

The First 90 Days

A week by week plan to earn again after 40.

By [Your name]

12 weeks. 3 actions a week.

Print it. Tick it. One week at a time.

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Start here

You lost the business, the job or the pension. Some of you lost all three in the same year.

What follows is twelve weeks. Three actions a week, one page you print. It is what I did, in the order I did it.

Do one week at a time. Do not read ahead and do not skip to week ten, because week ten does not work without week four.

Three ticks a week is the whole job. If a week goes badly, stay on it and start the next one on the Monday.

The first month is for information, not decisions. Do not sell the house and do not start a course you cannot pay for. Get the facts first.

Phase 1: get the facts first

Week 1

Put your numbers on one page

- ☐ Write down what comes in, what goes out and what you owe. One page, by hand, no spreadsheet.
- ☐ Find your three biggest monthly costs. Take one of them apart this week and see what can go.
- ☐ Work out how many months you last if nothing changes. That number is your clock, and knowing it beats guessing at it.

Notes, and what got in the way

Phase 1: get the facts first

Week 2

Find what you already have

- ☐ List everything you own that someone would pay for this month. Tools, a second car, the trailer, the gear in the garage.
- ☐ Ring about every pension you have ever paid into, including the small pots from jobs you have half forgotten. Ask for the current value in writing.
- ☐ Book one call with a free debt advice service and tell them the whole picture, including the parts you are ashamed of.

Notes, and what got in the way

Phase 1: get the facts first

Week 3

List what you can actually do

- ☐ Twenty things you are good at. Include the boring ones: quoting a job, running a crew, calming an angry customer, selling, bookkeeping, fixing what is broken.
- ☐ Beside each one, who pays for it. Not who needs it. Who pays.
- ☐ Circle the three where you already know somebody who pays for it.

Notes, and what got in the way

Phase 1: get the facts first

Week 4

Pick one and give it twelve weeks

- ☐ Score your three: can I start it this month, do I know someone who does it, can I still talk about it in a year. Pick the highest total.
- ☐ Write it at the top of this plan. One line. That is the thing for the next twelve weeks.
- ☐ Tell five people out loud what you are doing. Not a post. Five conversations before Friday.

Notes, and what got in the way

Phase 2: get found

Week 5

Find the words your people use

- ☐ Write down the exact sentences your person types when they are stuck. Read the forums, the review pages, the groups.
- ☐ Save twenty of those sentences in one note. Those are your post headlines, in their words, not yours.
- ☐ Pick the three that came up most often. Those three are your topics for the next month.

Notes, and what got in the way

Phase 2: get found

Week 6

Build one place people can find you

- ☐ One account and one page. Not four. The one you will actually keep up.
- ☐ Write your one line: who you help and with what.
- ☐ Post your story, the true version. That is post one, and it does the heaviest lifting of anything you will write.

Notes, and what got in the way

Phase 2: get found

Week 7

Ten posts

- ☐ One post a day for ten days. Short, plain and useful to somebody who has no money today.
- ☐ Reply to every comment yourself, in your own words, within the hour.
- ☐ Nothing for sale this week and no links. You are earning the right to be read.

Notes, and what got in the way

Phase 2: get found

Week 8

Give one small thing away

- ☐ Make one free thing that solves the first step only. A checklist, a page, a short guide. One page is enough.
- ☐ Ask for an email in exchange, on a simple page with a form. That is your list.
- ☐ Ask one question inside the free thing, so people reply to you instead of just downloading and vanishing.

Notes, and what got in the way

Phase 3: get paid, and keep what works

Week 9

Have the conversation

- ☐ Reply to every reply, one at a time, like a person.
- ☐ Ask what they have already tried and where they are stuck now. Write their answers down, in their words.
- ☐ Ten real conversations this week is worth more than a thousand views. Do not chase views.

Notes, and what got in the way

Phase 3: get paid, and keep what works

Week 10

Make one honest offer

- ☐ Recommend the one product that solves the problem your people just told you about. One, not five.
- ☐ Write why you use it or why you are sending them to it. Then send it to the people who asked you for help.
- ☐ Do not spray it around. Nine people who asked beat nine thousand who did not.

Notes, and what got in the way

Phase 3: get paid, and keep what works

Week 11

Keep the two things that worked

- ☐ Which post got the comments? Write five more of that one.
- ☐ Which sentence kept getting replies? Use it again, and again.
- ☐ Drop everything else. Dropping what does not work is not failure, it is the whole skill.

Notes, and what got in the way

Phase 3: get paid, and keep what works

Week 12

Count what actually happened

- ☐ Not followers. Conversations, emails on your list, and sales. Three numbers.
- ☐ If one sale happened, you have a business and not a hope. Do the same twelve weeks again, the same way.
- ☐ If none happened, change one thing: the offer, the audience or the words. One, not all three at once.

Notes, and what got in the way

The one page tracker

Print this page. Twelve rows, three boxes in each. Tick as you go.

Week 1	☐	☐	☐
Week 2	☐	☐	☐
Week 3	☐	☐	☐
Week 4	☐	☐	☐
Week 5	☐	☐	☐
Week 6	☐	☐	☐
Week 7	☐	☐	☐
Week 8	☐	☐	☐
Week 9	☐	☐	☐
Week 10	☐	☐	☐
Week 11	☐	☐	☐
Week 12	☐	☐	☐

My one thing for the next twelve weeks:

Day 91

You will have a plan, an audience, a small list and one honest offer. You will not yet have a system, and that is the next problem. A system is the content that keeps coming, the pages that do the selling, and the emails that follow up while you sleep.

That is a bigger job and it is the next step. When you want it, it is waiting.