

Sample report. Made from example answers and example prices for illustration, not research or results. Your report is built from your own answers.

INCOME FIT REPORT · THU, 22 OCT

Sarah, here's what *fits*.

8 hrs a week

2-hour blocks

no evenings

A\$200 to start

messaging only

Admin + Professional

off camera

Building something over time

Australia

Test **Email flows and copy for small e-commerce brands** first. If it doesn't pass, your back-up is Pinterest management for product brands and bloggers.

01 · YOUR TOP THREE

Side by *side*.

Out of 23 researched ideas, these scored best for your answers. 9 were ruled out by something you told us; they're listed at the end.

IDEA	FIT	TO START	HRS / WK	FIRST INCOME	BIGGEST CATCH
1. Email flows and copy for small e-commerce brands Strong fit	33/36	A\$50	4+	~4 wks	Crowded at the bottom (US\$35 sequences)
2. Pinterest management for product brands and bloggers Strong fit	33/36	A\$100	3+	~4 wks	Offshore VA pricing at the bottom

3. Virtual assistant to online business manager

Strong fit

32/36 A\$100

4+

~4 wks

Offshore price competition

To start, hours and first income are estimates **EST** from our research, converted from AUD at October 2026 rates. Fit is out of 36: lifestyle, practical readiness and commercial evidence, 12 each.

02 · YOUR #1

Email flows and copy for small e-commerce brands

Write and build welcome, abandoned-cart and post-purchase flows in Klaviyo or Shopify Email; product descriptions; launch sequences; optional monthly campaigns.

Why it fits *you*

- ✓ It needs about 4 hours a week, and you have 8.
- ✓ It works in 2-hour blocks, and you can get 2.
- ✓ It doesn't rely on evenings or weekends.
- ✓ The customer contact it needs (messaging only) is within what suits you.
- ✓ It uses your second skill area: professional.
- ✓ Start-up is about A\$50 (EST), inside your A\$200 budget.

What could go *wrong*

- Main reason it fails: Crowded at the bottom (US\$35 sequences); AI compresses prices; without a proof point you compete at the budget end (one established seller charges about US\$400 a flow, EST).

Who pays

Direct-to-consumer brands doing AU\$10K-100K a month; agencies white-labelling.

Still unknown **UNKNOWN**

Per-flow price you can command once you have one result. Your 14 days are designed

to find out.

03 · YOUR NUMBERS

Does it *add up?*

Put in your price and how long each email flow really takes. Your break-even, real hourly return and go/stop signal update as you type, and are saved in this browser.

PRICE PER EMAIL FLOW (A\$)

350

From your Day 5 research. Check before you rely on it: Per-flow price you can command once you have one result.

HOURS PER EMAIL FLOW, INCL. ADMIN

6

COSTS PER EMAIL FLOW (A\$)

0

Materials, postage, platform and payment fees.

MONTHLY RUNNING COSTS (A\$)

0

Software, subscriptions, insurance.

UNPAID HOURS A WEEK

2

Finding customers, messages and admin that nobody pays for. 2 is the kit's allowance; change it if yours is different.

START-UP COST (A\$)

50

Prefilled with our estimate

EST

 for your country. Change it to your real number.

Earned per email flow after costs

A\$350

Email flows to win back your start-up

1

Most you could do a month in your 6 paid hrs/week

4

BUSY SOLD / MO PROFIT / MO PER HR

25%	1	A\$350	A\$10
50%	2	A\$700	A\$20
100%	4	A\$1,400	A\$40

You only reach your A\$35/hr floor if nearly all your hours are paid work, which is rare early on. Test a higher price, or count this as a Day 14 warning sign.

"Busy" is the share of your 6 paid hours a week (your 8 hours less 2 unpaid) that customers actually buy. Before tax. A scenario from your inputs, not a forecast. "Per hour" spreads profit over all 8 of your weekly hours, because unpaid hours spent finding customers are still your hours.

Check these *first*.

From the Australia chapter of your Rules Guide, checked 17 October 2026. Each item links to the official page in the guide; the official page is the source of truth.

- An ABN is free through the Australian Business Register. Invoice another business without one and they generally withhold 47%.
- Sole-trader profit goes on your own tax return, taxed at your personal rates. Set money aside from each payment.
- GST registration is required once turnover reaches A\$75,000 a year. Most people start well under it.
- Keep records of income and costs for five years. A separate bank account and a spreadsheet are enough to start.
- On Centrelink or the Child Care Subsidy? Business income is reported differently from wages. Read item 10 before you start.

General information, not legal, tax or financial advice. If your situation has a twist (benefits, a visa, a partner's business), talk to an accountant or the free services listed in your chapter.

Your test, *dated.*

Each day is one of your 2-hour blocks, or less. Miss a day? Don't double up, just carry on. Start date: **Thu, 22 Oct**

1-3

THU, 22
OCT

Read your report and commit

☐

You've done Days 1-3 of the 14-day plan by answering these questions. Today: re-read your three, then commit to **Email flows and copy for small e-commerce brands** for the next 13 days. Not forever, just this test.

04

FRI, 23
OCT

Describe your customer

☐

Write one sentence: who pays, what triggers them, and where they look today. Start from our research: Direct-to-consumer brands doing AU\$10K-100K a month; agencies white-labelling.

05

SAT, 24
OCT

Check competitors and prices

☐

Search the way your customer would and note 3-6 providers, their prices and what they all say about themselves. Your price range to test comes from here.

06

SUN, 25
OCT

Put real numbers in your calculator

☐

Fill in the calculator in this report with your price and hours. If the return at 50% busy is below your A\$35/hr floor, change the price now, not on Day 14.

07

MON, 26
OCT

Write your one-line offer

☐

Who it's for, what they get, the price. Say it aloud; if you wouldn't say it to a neighbour, simplify it.

08

TUE, 27
OCT

Make one honest sample

☐

Make one sample or before-and-after that proves you can do the work, and say plainly that you're new.

09WED, 28
OCT**List who you'll talk to**☐

List 10-20 real people or businesses. Where to find them: Upwork Project Catalog, Shopify communities, LinkedIn, referrals from store set-up work. Message people one at a time, follow group rules, and never use bought lists.

10THU, 29
OCT**Run your first test**☐

Rewrite one brand's welcome flow free, measure clicks or revenue per recipient (open rates are unreliable), and quote the next two flows. Aim for five or more real conversations by Day 12. Count conversations, not messages sent.

11FRI, 30
OCT**Collect objections**☐

Write down the top three objections in people's own words. Change one thing (price, wording or customer) only if the notes justify it.

12SAT, 31
OCT**Ask for a commitment**☐

Offer a real booking or a firm, dated 'yes'. A deposit or a dated yes counts as a commitment.

13

SUN, 1 NOV

Count everything☐

Reached, real conversations, asked about price, committed, paid, money in, money out, hours spent. Put the real numbers into your calculator.

14MON, 2
NOV**Decide: go, adjust or stop**☐

Check your numbers against your decision rules below and write your verdict and the next experiment.

Days 1 to 3 (map your week, run the Fit Finder, choose) are covered by this report. The full day-by-day pages, with notes boxes and the AI workflows, are in your 14-Day Test Plan.

Go, adjust *or* stop.

Decide on evidence that people will buy, not on whether you enjoyed it. Your lines, set now so day-14 you can't move them:

Not enough evidence yet

- Fewer than 5 real conversations with people who fit your customer type
- That isn't a no; it's not enough information. Repeat Days 9-12 with a different channel or a sharper customer type, aiming for five to ten real conversations. Don't spend money on the idea yet.
- If a second round still can't reach five people, the problem is reach, and that's an answer about this idea for you.

Go: next test

- 5+ real conversations with people who fit your customer type
- 2+ people asked about price or booking unprompted, and 1+ firm, dated yes or deposit
- Or, in a slow-buying market (B2B retainers, anything with approvals, high-ticket packages): 2+ people asked about price or timing unprompted, and their feedback was specific (what they'd change, when they'd need it, what they'd pay). Commitments may come after 14 days.
- Your calculator, with real numbers, shows A\$35/hr or more at 50% busy

Adjust: change one thing

- Demand is there but a number is off (price, hours or costs)
- Or there's interest without commitments yet
- Change one thing (price, offer, customer or channel) and repeat Days 9-12. Two adjust rounds with no commitment means stop.

Stop: and that's a result

- 5+ real conversations and nobody asked about price
- Or you don't want another 14 days of this
- Go to your back-up below. You found out for the price of this kit and two weeks.

Check in this order: enough evidence first, then go, adjust or stop. The full scorecard is in your Go / No-Go Scorecard.

07 · YOUR BACK-UPS

If your first pick is a *no*.

2. Pinterest management for product brands and bloggers

The customer contact it needs (messaging only) is within what suits you. It uses your main skill area: admin. Start-up about A\$100 **EST**, first income often around 4 weeks.

Cheapest first test: Offer one free 30-day Pinterest audit to a brand you follow and propose a starter retainer.

3. Virtual assistant to online business manager

It uses your main skill area: admin. Start-up is about A\$100 (EST), inside your A\$200 budget. Start-up about A\$100 **EST**, first income often around 4 weeks.

Cheapest first test: Message five small-business owners you know with a two-line 'five hours a week of inbox and calendar' offer.

08 · HOW WE SCORED THIS

No black *box*.

Every idea is first checked against your hard limits (hours, budget, evenings, car, space, checks, contact, camera, remote, and money within 8 weeks). Anything that fails one is ruled out. What's left is scored out of 36: lifestyle fit (hours, blocks, evenings, contact), practical readiness (skills counted twice, budget, tech), and commercial evidence (demand, whether income can grow beyond your hours, competition, and speed to first income). Ties go to what you said matters most, then to whether it matches what you said you'd prefer (products or services, recurring or one-off). It's a fixed set of rules, not AI, and it can't know your local market, your network or your talent. That's what the 14 days are for.

► 9 ideas ruled out for you, and why

Good luck. Vee x

Estimates (EST) come from our research, checked October 2026, and will change; UNKNOWN means we couldn't verify it. This report is general information, not financial, legal or tax advice, and it isn't a forecast of

