

THE CAREER-TO-BUSINESS STARTER KIT

For Black Women Ready to Build
Digital Income



You've felt it. The layoffs. The "restructuring." The AI replacing entire departments.

Maybe you've been looking at countries where Black women actually thrive—where we're celebrated, not just tolerated.

But something's nagging at you: How do I actually START making portable income?



Here's what nobody tells you: **Your career is your anchor—not your passport.**

The Real Talk:

Your job can disappear with one email. Your salary stops when you stop working. And even "remote" roles can get recalled to the office.

But a business? A business travels with you.

And in places like Portugal, Mexico, Ghana, Costa Rica, or Colombia? Your business gives you options. Safety. Freedom.

Take This Quick Gut Check

Answer honestly:

- Could you earn money next month without your current employer?
- Do you own your client/customer relationships?
- Can your income grow while you sleep or travel?

If you answered NO to any of these, you're building someone else's dream—not your own.

And that's okay. Because today, that changes.

Here's What We're Going to Do Together:

This isn't about quitting your job tomorrow or having it all figured out.

This is about taking one action today that starts building your portable income.

✓ **You'll discover what business YOU can start (using what you already know)**

✓ **You'll learn how strategic travel can literally pay for itself**

✓ **You'll leave with one clear action to take in the next 24 hours.**

No overwhelm. Just one step forward.

What Business Should YOU Start?

Let's Get Specific (No Guessing)

You already have everything you need. You just need to see it clearly.



Answer These 3 Questions:

1. What do people already ask you for help with? (Think about your DMs, conversations with friends, what colleagues come to you for)
2. What problem did you solve for yourself that others struggle with? (Managing money, career pivoting, work-life balance, organizing systems, etc.)
3. What could you talk about for an hour without notes? (Your expertise + your passion = your business)

Your Business Is Already Here:

If you said: "People ask me about..."

» *Career advice/transitions*

Your business: Career transition coaching for women moving abroad

» *Budgeting or saving money*

Your business: Financial planning for aspiring expats

» *Side hustles or entrepreneurship*

Your business: Business consulting for location-independent income

» *Wellness, self-care, mental health*

Your business: Wellness coaching for Black women in transition

» *Travel planning*

Your business: Expat destination consulting or travel coordination

» *Tech, AI, or digital tools*

Your business: Digital strategy consulting for remote businesses

Why Service Businesses Work:

- ✓ Fast to start – You can get your first client in 7 days
- ✓ Low barrier – No product creation, just conversations
- ✓ Immediate income – Get paid for every session/project
- ✓ Location-free – Works from anywhere with WiFi
- ✓ Validates your idea – Know quickly if people will pay

You Don't Need to Be "Perfect"

You don't need:

- A business plan
- An LLC (yet)
- A website (yet)
- Social media followers
- To know everything

You just need:

- One clear problem you can solve
- One person willing to pay you
- The courage to have the conversation



That's it. That's the business.

Your Action for TODAY...

No planning. No overthinking. Just one brave move at a time.

STEP 1: Write Your Offer (15 minutes)

Fill in these blanks:

"I help [your ideal client] to [solve specific problem] so they can [desired outcome]."

Examples:

- "I help corporate professionals transition to remote businesses so they can move abroad within 12 months."
- "I help aspiring expats create budgets that actually work so they can save their move abroad money."
- "I help Black women entrepreneurs understand crypto investing so they can build wealth anywhere."

Your turn:

I help (*audience*)
to (*solution*)
so they can (*outcome*)
.....

STEP 2: Pick Your Price (5 minutes)

For your FIRST 3 clients only:

- 1-hour consultation: \$100-\$250
- 4-week package (4 sessions): \$500-\$800
- 90-day intensive: \$1,200-\$2,000

Choose ONE. Don't second-guess it.

Remember: You can always raise your prices. But you can't get your first client if you never start.

STEP 3: Tell just ONE PERSON TODAY (30 minutes)

Not on social media. Not via email blast. Direct messages and real conversations only.

Think of 1 person who:

- Has the problem you solve (or knows someone who does)
- Respects your opinion
- Would celebrate your success

What to say:

"Hey! I'm starting something new—I'm helping [your ideal client] with [problem you solve].

I thought of you because [specific reason]. Would you be open to a quick call this week? I'm taking on 3 clients to start, and I'd love to see if I can help."

That's it. Send that message TODAY.

STEP 4: Book Your First Call

If they say yes: Celebrate! Invoice them (PayPal, Venmo, Cash App work fine for now)

If they say no: This is **GOLD**, not rejection. Ask: ***"What would need to be different for this to be a yes?"***

Their answer tells you everything:

- ***"I can't afford it"*** → Your messaging attracted the wrong people (or your price is too high for your current audience)
- ***"I'm not sure this will work"*** → They need to see proof (testimonial, case study, your own story)
- ***"Not right now"*** → Timing issue, follow up in 30 days
- ***"I need to think about it"*** → They're not convinced.
Consider Asking: *"What specifically do you need to think about?"*



What to Do After 5 Messages:



Got 0-1 responses? Your message needs a little work. Try these tweaks:

- Make it more specific (not "I help people" but "I help corporate women transition to remote work")
- Reach out to warmer connections (people who already trust you)
- Lead with curiosity, not a sales pitch: "Hey! Quick question —are you still thinking about [problem]?"

Got 2-3 responses but no sales? You're onto something!

- Have 3-5 more conversations (free discovery calls)
- Listen for patterns in what they say they need
- Adjust your offer based on what you hear
- Practice your pitch (it gets easier every time)

Got a YES? You're officially in business! Now:

- Deliver amazing results for that first client
- Ask for a testimonial when you're done
- Use their words to describe what you do
- Find 5 more people just like them

Now About That Travel Strategy...

Once You Have A Business, Here's How Travel Becomes Your Business Tool.

You've been researching safe places for Black women. You've watched videos about Lisbon, Mexico City, Accra, Medellín. But how do you scout these places AND write off the trip? How do you build your business while exploring your future home?

Here's your answer: **Strategic conference travel.**



Why Bitcoin, Crypto & AI Conferences?

Because this is where the future is being built. ***And you need to be in the room.***

These conferences happen in cities where Black women thrive:

- Lisbon, Portugal (Web Summit)
- Amsterdam, Netherlands (Bitcoin conferences)
- Panama City, Panama (gateway to Latin America)
- Austin, Texas (AfroTech, SXSW)
- Mexico City, Mexico (emerging tech hub)

What you gain:

- **Education you can't Google** – Understanding crypto and AI before they're mainstream
- **Network that matters** – Meet other Black women building global businesses
- **Location scouting** – Experience cities you might move to
- **Tax advantages** – Deduct legitimate business travel expenses (with proper documentation)
- **Authority building** – Being there makes you an insider, not an observer
- **Safety in numbers** – Travel with other Black women who get it

How This Works With Balance Muse

Once you're serving clients and earning income, we help you turn conferences into business growth trips.

We curate bleisure experiences to:

- **Bitcoin conferences**
- **Crypto & Web3 events**
- **Tech summits**

What we handle:

- ✓ Conference selection based on your business goals
- ✓ Group coordination with other Black women entrepreneurs
- ✓ Accommodation in safe, culturally-aware neighborhoods
- ✓ Cultural activities and expat community connections
- ✓ Documentation guidance for tax purposes

You focus on: Learning, networking, and building your business.

But first, get your first client.

The order matters:

1. **TODAY:** Send those 5 messages
2. **THIS WEEK:** Land your first client
3. **THIS MONTH:** Serve them well, get testimonials
4. **NEXT QUARTER:** Plan your first conference trip

Then you're not just traveling—you're building your global income.