



From Stuck to Started:

YOUR FIRST 7 DAYS ONLINE

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HEY, I'M PAM

We've all been there:

Stuck.

And to get un-stuck, you don't need more ideas or another course. You don't need time to "figure everything out first."

You just need to start.

Most people stay stuck not because they can't do this, but because they're trying to do too much at once.

This guide is different.

We're not building your entire business in 7 days - we're building momentum. I'll give you small, clear steps so by the end of this week, you'll go from "I have no idea where to begin" to "Okay... I'm actually doing this."

Let's go.

HOW THIS WORKS

- Each day = one focused action
- Each action = 30–60 minutes max
- Each step builds on the last
- No skipping ahead
 - No overcomplicating
 - No “I’ll do it later”

DAY 1



GET CLEAR (WITHOUT OVERTHINKING IT)

LET'S
DO IT

Pick a direction, not a lifetime commitment.

What to Do:

- Ask yourself:
 - What do people already ask me for help with?
 - What do I enjoy talking about?
 - What have I learned the hard way?

Quick Rule:

If you're stuck between 3 ideas, pick the easiest one to talk about.

Win for Today:

You now have a starting point. That's huge.

Choose ONE focus area.

CHECKLIST:

Discovering Your Niche

1. Identify Your “Natural Zone”

- I listed 3–5 experiences where I felt confident and effective
- I wrote down skills people consistently ask me for help with
- I identified tasks that energize me (not drain me)
- I noticed patterns in what I’m naturally good at

3. Research the Market

- I looked at others already serving this audience
- I reviewed pricing, offers, and positioning
- I identified gaps or ways to simplify/improve what exists
- I confirmed this niche is active (not outdated or declining)

5. Check for Profit Potential

- I confirmed people are already paying for solutions in this niche
- I identified a clear problem people want solved
- I have an idea of what I could charge
- I feel confident this could become sustainable

7. Take Action (No More Waiting)

- I created a simple 30–90 day plan
- I identified my first offer or piece of content
- I chose ONE platform or method to start
- I defined what success looks like (sales, leads, engagement)

2. Validate With Real People

- I talked to at least 5–15 potential audience members
- I asked about their biggest struggles and frustrations
- I noted what they’ve already tried (and why it didn’t work)
- I confirmed they are actively looking for solutions

4. Test Before You Build

- I created a simple version of my offer (no perfection needed)
- I shared it with real people (post, email, DM, or conversation)
- I got feedback—even if it wasn’t what I expected
- I adjusted based on real responses, not guesses

6. Spot Risks Early (Don’t Overthink It)

- I listed 2–3 possible challenges (competition, time, demand)
- I thought through simple ways to handle them
- I tested at least one assumption before going “all in”

DAY 2



CHOOSE YOUR PLATFORM

LET'S
DO IT

Pick ONE place to show up.

Options:

- YouTube (best for visibility)
- Facebook (best for connection)
- Pinterest (best for traffic over time)

Win for Today:

You now have a “home base.”

For now, choose ONE. Not three.

DAY 3



SET UP YOUR SIMPLE PROFILE

LET'S
DO IT

Look real, clear, and approachable.

Do This:

- Use a clear photo
- Write a simple bio:
 - Who you help
 - What you share
 - Why it matters

👉 Keep it simple. Talk like a human.

Example:

- “I help beginners start making money online without overwhelm or tech stress.”

Win for Today:

You now look like someone worth following.

DAY 4



CREATE YOUR FIRST PIECE OF CONTENT

LET'S
DO IT

Post something imperfect.

Ideas:

- “3 things I wish I knew before starting online”
- “If I had to start over, I would do this...”
- “Beginner mistakes to avoid”

👉 Keep it simple. Talk like a human.

Win for Today:

You broke the “I haven’t started yet” barrier.

Developing
A CONTENT CALENDAR

CONTENT NAME :

PLATFORM:

DAY
01

DAY
02

DAY
03

DAY
04

DAY
05

DAY 5



CREATE A SIMPLE FREEBIE IDEA

LET'S
DO IT

Start thinking like a business owner.

Ask:

What is one small problem
I can help solve quickly?

Ideas:

- Checklist
- Short guide
- 5 tips PDF

Win for Today:

You now have something to offer.

DAY 6



LEARN ONE BASIC TOOL (THAT'S IT!)

LET'S
DO IT

Reduce tech fear.

Pick ONE:

- Canva (for content & PDFs)
- Systeme.io (funnels & emails)
- AWeber (email list)

Don't master it. Just explore, and start learning.

Win for Today:

Tech is no longer the enemy.

DAY 7



MAKE YOUR FIRST “NEXT STEP” PLAN

LET'S
DO IT

Keep momentum going.

Decide:

- How often will you post?
(2–3x/week is perfect)
- What type of content will you focus on?
- What’s your next simple freebie?

Bonus:

Write this sentence:

“I am building an online business by helping people with ____.”

Win for Today:

You’re no longer stuck.
You’re in motion.

Bottom Line:

Your niche isn't throwing topics on the wall to see what sticks. It's about testing, listening, and adjusting.

1. Start with what you know.
2. Validate with real people.
3. Keep it simple.
4. Then build from there.

That's how you go from *stuck* → *started* → *making money*.



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