THE BLUEPRINT™



FIND YOUR MISSING PIECE

WHETHER IT'S A BRAND, A WEBSITE, A CUSTOM ILLUSTRATION, OR A CREATIVE BOOST... I'M HERE TO HELP YOU BRING YOUR VISION TO LIFE.

LET'S CREATE →

CREATE
DESIGN
BUILD
LEARN
GROW

THE GOAL

You are not choosing your forever career. You are choosing the strongest next move you can build, test, and prove.

Phase 00 Workbook

Build the skill. Build the proof. Then go get paid for it.

START HERE

Small moves.
Real momentum.

Short lessons. Real decisions. Work you can actually use.

This workbook follows the Phase 00 lessons in your student portal. Complete each page as you go. Your goal isn't perfection—it's clarity

THE BUILD IT NOW RULE

Don't mark the phase complete because you watched it. Mark it complete because you built it.

BY THE END OF PHASE 00, YOU WILL HAVE:

1. An inventory of your skills, experience, and strengths
2. A shortlist of realistic digital income paths
3. One primary path to test first
4. A simple audience + problem statement
5. Your one-sentence Missing Piece direction
6. A 7-day proof plan to test a real idea

YOUR NAME / START DATE

00
01

LESSON 00.1

Start with what is already yours.

You probably have more usable experience than you think.

Paid work counts. School counts. Parenting, caregiving, running a household, hobbies, and helping friends all count. Look for what people already trust you

QUESTION 01

What do people already ask me for help with?

QUESTION 02

What have I done so often that it feels easy?

QUESTION 03

What have I learned through work, school, caregiving, hobbies, or life?

LOOK FOR EVIDENCE: A result, a finished project, a happy person, a solved problem, or a repeatable process—that is proof.

LESSON 00.2

Your skill inventory.

SKILL / EXPERIENCE	I CAN	I ENJOY	NEEDED?
Design / visuals	☐	☐	☐
Writing / content	☐	☐	☐
Organizing / admin	☐	☐	☐
Tech / software	☐	☐	☐
Sales / communication	☐	☐	☐
Research / problem-solving	☐	☐	☐
Teaching / coaching	☐	☐	☐
Hands-on / creative	☐	☐	☐

Circle what intersects: something you can do, you enjoy, and people need. That is worth exploring—not automatically a business, but a promising starting point.

BONUS EDITION

Your next move doesn't have to be your biggest.

A practical mini glow-up for your creative business. Turn one good idea into one real improvement—without trying to fix your entire business before lunch.

THE BONUS INCLUDES

01 A 30-minute business glow-up

02 Content rescue prompts and formulas

03 A 7-day challenge

04 A next-step map for your business

BONUS / 01

Your 30-minute business glow-up.

Pick one friction point. Fix it for a real customer.

CHOOSE ONE AREA TO IMPROVE TODAY

- ☐ My brand looks inconsistent
- ☐ My offer needs more clarity
- ☐ My content doesn't explain what I do
- ☐ I'm not promoting what I sell
- ☐ My website makes the next step confusing
- ☐ My customer experience needs polish

THE GOAL: Make it easier for someone to understand, trust, or buy from you.

The one thing I am fixing today:

_____

_____

Who does it affect, and what do they need instead?

_____

_____

00
05

Make it happen. Not someday.

Small, specific improvements beat giant plans you never start.

My 30-minute action (be specific):

How I will know it is better:

THE 30-MINUTE CHALLENGE

Set a timer. Make one useful change. Then check it on your phone like a customer would. If it helps someone take the next step, that counts.

BONUS / 02

Content rescue.
No blank-screen panic.

Use these as starting points. Add your experience, offer, and voice.

5 HOOKS TO FINISH IN YOUR OWN WORDS

1. The thing I wish more people knew about _____ is...
2. If you are struggling with _____, try this first...
3. I used to think _____. Now I know _____.
4. Here is what happens behind the scenes when I _____.
5. You do not need _____ to start. You need _____.

MAKE IT SPECIFIC

A real example beats a generic inspirational quote. Tell people what changed, why it matters, and what they can do next.

The posting cheat sheet.

A useful post needs a hook, a real detail, and a next step.

3 PROMO FORMULAS

PROBLEM → HELP

If you are tired of [problem], [offer/product] helps you [specific outcome].

SHOW THE PROCESS

Here is what goes into [thing you make/do]—and why [detail] matters.

MAKE THE NEXT STEP CLEAR

If [audience] is ready to [goal], here is how to work with me or buy it.

3 CALLS TO ACTION THAT FEEL HUMAN

01 Save this for the next time you need it.

02 Explore the details and see whether it is right for you.

03 Tell me which part you are working on first.

Write your next post.

Start with a hook. Give one useful detail. Finish with one clear action.

HOOK — WHY SHOULD SOMEONE STOP?

USEFUL DETAIL — WHAT SHOULD THEY LEARN?

NEXT STEP — WHAT SHOULD THEY DO?

SAVAGE LITTLE REMINDER: Your caption doesn't have to win a literary award. It just needs to make sense to the person you want to reach.

BONUS / 03

The seven-day glow-up.

Keep each task small enough to finish. Check it off and move.

01 BRAND
Make colors, type, imagery, and tone more consistent.

02 CONTENT
Rewrite one post with a clear benefit.

03 WEBSITE
Open your homepage on a phone. Fix one confusing thing.

04 OFFER
Explain what you sell, for whom, and what happens next.

05 TRUST
Improve a proof point: process, FAQ, testimonial, or policy.

06 PROMOTION
Show one product, service, or useful tip with a next step.

07 REVIEW
What improved? What became easier? What is next?

My biggest win this week:

BONUS / 04

You found a piece. Now what?

01 I WANT IT DONE WITH ME

Explore creative services for branding, web, and design support.

CARISSALEE.CO/SERVICES

02 I WANT TO LEARN IT MYSELF

Explore Carissa Lee Academy for structured lessons and practice.

CARISSALEE.CO/ACADEMY

03 I WANT READY-MADE TOOLS

Browse the shop for digital resources that save you time.

CARISSALEE.CO

04 I AM NOT SURE YET

Return to the worksheet and choose one small action.

START WITH ONE THING

Bonus graphics: use in your personal or business content; do not resell, redistribute, or claim the original files as your own. Check any third-party platform terms before using assets in resale templates.