



THE ESCAPE PLAN:

THE 4-STEP BLUEPRINT TO BREAKING FREE FROM THE PAYCHECK TRAP

Your step-by-step guide to making your first \$500 outside the 9-5 grind—WITHOUT a boss, gig apps, or limits. Start today

@own_the_means

01. RECOGNIZE YOUR SKILLS

 **YOU** ALREADY HAVE A VALUABLE SKILL. YOU JUST HAVEN'T PACKAGED IT YET.

Ask yourself:

- ✓ What do people ask me for help with?
- ✓ What skills do I take for granted?
- ✓ What's something I do better than most?



NEED IDEAS?

- ➔ **Organized?** → Offer admin or travel planning.
- ➔ **Good writer?** → Resumes, blog posts, captions.
- ➔ **Fitness junkie?** → Coaching or digital guides.
- ➔ **Tech-savvy?** → Help businesses automate tasks.

02. PICK A SIMPLE OFFER

KEEP IT SIMPLE. SELL ONE THING.

- ✓ **A service** – Use your time and skills (e.g., tutoring, consulting, graphic design).
- ✓ **A digital product** – One-time work that sells repeatedly (e.g., templates, guides).
- ✓ **A done-for-you solution** – Take a task off someone's plate (e.g., social media management, research, transcription).

🔑 Instead of “I do graphic design” → Say:

💡 “I make custom social media graphics for small businesses—\$50 per set.”

📌 **Make it specific, valuable, and easy to buy.**


03. FIND YOUR FIRST CUSTOMER (FAST)

YOU DON'T NEED A WEBSITE OR FOLLOWERS—YOU NEED ONE PAYING CLIENT.

✓ **Start with your network** → Friends, coworkers, family, old clients.

✓ **Post in niche communities** – Facebook groups, Reddit, Discord, LinkedIn.

✓ **Offer a fast, no-risk deal** – “First 3 people get 50% off in exchange for a testimonial.”

 **Action = Income.**
Start before you feel ready.

04. EXECUTE & SCALE UP

- ✓ **Deliver Fast.** Get feedback & improve.
- ✓ **Raise Your Prices.** Charge more as you gain experience.
- ✓ **Stack Your Streams.** Turn services into passive income (courses, memberships, digital downloads).

📌 Example:

💰 A social media manager who charges **\$250/month can scale to \$2K+** by adding 8 clients.

💰 A resume writer can sell templates as a \$30 digital product.

💡 **THE GOAL: BUILD SOMETHING THEY CAN'T TAKE AWAY.**



05. ESCAPE THE PAYCHECK TRAP

**YOUR BOSS WANTS
YOU BROKE. WHY?
BECAUSE IT KEEPS
YOU COMPLIANT.**

- ✓ **Hit your first \$500** → Replace a bill → Buy back your freedom.
- ✓ **Your boss won't give you a raise?** → Give yourself one.
- ✓ **Use your 9-5 to fund your 5-9** (until you don't need them anymore).

 **Start Building Wealth TODAY.**  **Send this to a coworker who needs it.**

THIS IS JUST THE BEGINNING. HERE'S WHAT TO DO NEXT.

 **FOLLOW @OWN_THE_MEANS ON INSTAGRAM & TIKTOK FOR:**

👉 "Want My Personal Help? Book The Exit Pep Talk

- ◆ Get a 10-minute private 1:1 strategy session with me.
- ◆ I'll tell you EXACTLY what steps you should take next.
- ◆ No fluff. No hype. Just clear action & direction.

🔥 JOIN THE MOVEMENT: The Own The Means Accelerator

💡 What it is: A 6-week transformation program to get you out of paycheck dependency and into real financial control.

📌 What you get:

- ✓ LIVE Strategy Calls – I'll walk you through the process.
- ✓ Accountability & Execution Plans – You won't just learn; you'll DO.
- ✓ A Private Network of Like-Minded Doers – People who are building their own freedom (not just talking about it).

This guide got you started. Now it's time to go ALL IN. Don't go back to paycheck dependency. Take the next step.