

AN EBOOK BY NAYA

The \$60K/month blueprint breakdown

The business model, systems, and AI leverage behind how I built this, and how you can start building your own version.

For the Disgustingly Ambitious.

01 · THE PREMISE

What this actually is

I'm an AI educator using AI to become disgustingly skilled, wealthy, and educated. And helping you do the same.

This is for the ambitious professional who knows relying on a 9-to-5 forever is not the dream. If AI is changing the rules, good. That means you get to build a new game.

This is not a motivational PDF.

This is a blueprint breakdown of my business: how it makes money, how I use content to create demand, how I use AI to build leverage, and how I think about turning skills into security.

I started as a self-taught software engineer. That part matters because I want you to see that this is not about being born a founder. It is about becoming the kind of person who can build.

IF YOU'VE BEEN THINKING

"I need more security than a job can give me."

"I know AI is changing everything."

"I want to build something of my own before I'm forced to."

Then you are exactly who this is for.

02 · THE MODEL

The business model

Here's the most important thing to understand about how this makes money.

I own one asset: the attention and trust of a specific group of ambitious women.

Every revenue stream below is a different way to convert that one asset. Brand deals convert it fastest, because companies will pay for access to trust they cannot build themselves. Education and consulting convert it deeper, with fewer people and more transformation per person.

The current revenue stack

REVENUE STREAM	WHAT IT LOOKS LIKE	HOW IT CONVERTS THE ASSET
Brand deals	Partnering with aligned companies and tools	Fastest. Companies pay for access to trust they cannot build themselves.
Company + conference education sessions	Teaching teams and audiences how to actually use AI	Deeper. Turns knowledge into premium paid expertise.
AI consulting	Helping people and teams inject AI into their goals, workflows, and future plans	Deepest. Fewer people, more transformation per person.

What makes this model work is that the asset feeds every stream, and every stream feeds the asset back.

THE LOOP

Content builds trust. **Trust** brings opportunities. **Opportunities** create proof. **Proof** makes the content stronger.

03 · THE ENGINE

The real engine behind it

A lot of people look at revenue and ask, "What are you selling?"

The better question is: what system keeps demand alive?

For me, that system is content.

I post daily across Instagram, TikTok, YouTube, and LinkedIn, mostly through short-form content. I do that because content is not just marketing for me. It is market research, trust-building, lead generation, and proof of concept happening in public.

WHAT CONTENT TELLS ME

Every piece of content tells me what people want.

Every comment tells me what they are curious about.

Every email signup tells me what they are willing to lean toward.

I do not create content to stay visible, but to build a business that learns in real time.

04 · THE SYSTEM

My content system

Here's the blueprint:

1. I pay attention to what ambitious women are anxious about, curious about, and trying to build.
2. I turn those patterns into an opportunity to find a solution for them.
3. I go solve it inside my own life and business first. I test the tool, build the workflow, and find out where it breaks before I put my name on it.
4. I share the solution publicly, as content, while it is still warm.
5. I post daily and watch what creates real response, not just vanity engagement.
6. I double down on the ideas that generate comments, DMs, and email capture.
7. I turn winning ideas into series, lead magnets, and consulting conversations.

How a solution becomes content

Step four is the one people skip, so here is what it actually looks like when I take something that worked and put it in public.

- **I show the problem in their words.** The same phrasing it arrived in, pulled straight from the comments and DMs. People recognize their own sentence before they recognize a topic.
- **I show the solution running.** The actual tool, the actual workflow, the actual output on my screen. Not a description of it.
- **I show what it cost.** The time, the price, the part that broke on the first attempt.
- **I show the result plainly,** so someone can decide in ten seconds whether it is worth their afternoon.

04 · THE SYSTEM (CONT.)

Then the loop closes. The post goes out, and the responses hand me the next pattern. Someone asks what I would do if the budget were smaller. Someone asks whether it works for their industry. That question becomes the next thing I go solve, and the next thing I show.

Every piece of content I publish is a solved problem with the receipts attached.

This is why the trust compounds instead of resetting every week. I am not performing expertise on camera. I am publishing the work I already did, and the audience gets to watch it hold up or fall apart in real time.

04 · THE SYSTEM (CONT.)

The tools behind the system

Every tool below maps to a step in the blueprint. None of them are here because they were trending.

TOOL	STEP	HOW I ACTUALLY USE IT
Perplexity	02 → 03	I take a problem or a question my audience is actually asking, put it into research mode, and read what comes back. I am reading for how to implement AI as the solution, not for a summary I can repeat back to them.
ChatGPT and Claude	03	I bring the research back and think out loud against it. I pressure test the approach, draft the workflow, and get told where my logic is thin before I build the thing.
NotebookLM	03	When the source material is dense, I load it in and turn it into something I can absorb on a walk. I use it to get to the level where I could teach it, which is the bar before anything becomes content.
Notion AI	01 → 06	This is where the brain dump lands. I empty everything in raw, then use it to organize the mess into themes and surface the pattern I keep circling without noticing.
Canva	04	Once the solution works, this is where it becomes something people can see. Carousels, covers, and anything that has to carry my brand.
CapCut	04	Editing. This is where footage of the solution running becomes a post someone will actually finish watching.

THE DISTINCTION THAT MATTERS

AI is not replacing the strategy. AI is amplifying the speed, clarity, and consistency.

05 · THE BRIDGE

How attention becomes leads

One of the biggest mindset shifts you need is this:

Attention is not enough. You need a bridge.

That bridge is a specific call to action connected to a specific desire.

Right now, one of my best-performing lead systems is content tied to my **Run Your Life Like a Startup** angle. That kind of content works because it gives people a new frame for thinking about their future.

Instead of asking, “How do I work harder?” they start asking, “How do I design my life like an asset?”

My current lead flow

1. People see a post that hits a nerve.
2. The post gives them language for something they already feel.
3. They comment a keyword.
4. ManyChat captures the lead and drives them into email and DM nurture.
5. From there, I learn what they want help with and where they want to go.

WHY THIS MATTERS

Good lead capture is not about shouting “link in bio.” It is about giving people the next obvious step.

06 · THE OFFERS

My offer logic

This is where most people get overwhelmed, so let me simplify it. You do not need a massive empire first. You need offer logic.

Mine is built on one rule.

Income never gets in the way of someone gaining real value from what I share.

The most useful thing I know how to do is free, and that is on purpose. If the only way to get something real from me is to pay for it, then the content was advertising the whole time, and my audience would be right to treat it that way.

So every level below is priced against commitment. The value shows up at all of them. What changes is how much of my time and attention points directly at your situation.

06 · THE OFFERS (CONT.)

The ladder

LEVEL	WHAT IT IS	INVESTMENT	WHERE YOU ARE WHEN YOU NEED IT
Free	Content	Free	You are still figuring out what is possible and what it would even look like on you.
Entry	The newsletter	Free, higher commitment	You want it in your inbox on purpose, every week, instead of hoping the algorithm shows you.
Implement	The app	\$29/month	You have been inspired by something I shared and now you need help actually doing it.
Cohort	Group program	Time + money	You are ready to build with structure, a deadline, and other people doing it beside you.
Premium	1:1 for individuals and teams	Custom	You want a solution architected around where your life or business actually is right now.

06 · THE OFFERS (CONT.)

The freedom to move in both directions

A ladder usually implies one direction. Mine does not. Someone can sit in the newsletter for a year, come into the cohort for six weeks, and go back to the newsletter. Someone can start at 1:1 because their business is on fire, then drop to the app once the system is running and they only need a hand keeping it up.

Moving down the ladder is not churn. It is someone taking what they came for and getting on with their life. A ladder that only rewards climbing stops being a service and becomes a funnel.

The goal is to meet people where they are.

That is how you move from “I post online” to “I run a business.”

07 · THE OPERATING SYSTEM

How I run my life like a startup

This is one of the most important parts of the blueprint. I do not just run my business with systems. I run my life with systems.

Because if your life is chaotic, your ambition gets expensive.

So I borrowed the operating model. A startup has a finance function, a team, a standup, a roadmap, and a product process. I run all five on my own life.

01 I read my own P&L

I open my profit and loss statement the way a founder opens a board deck. Revenue by stream, expenses by category, what each month actually cost me to stay operational.

My background is finance and accounting, so I know the number that matters is not what came in. It is what stayed. Reading it monthly tells me which stream is carrying the business, which expense crept up while I was not looking, and whether I am concentrated in one partner in a way that would hurt if they walked.

02 I build a team, even when the team is software

Every startup hires before it feels ready. I do the same thing, except most of my early hires are tools. I have a researcher, an editor, an organizer, and a strategist. Some of them are people. Some of them are AI.

The job is identical either way: take a function off my plate so I stay on the work only I can do. When I bring in a new tool, I give it a role and a scope, exactly like I would with a hire. A tool without a defined job is a subscription, not a team member.

07 · THE OPERATING SYSTEM (CONT.)

03 I hold meetings with myself and my tools

Every startup has a standup. Mine is a standing block where I sit down with my second brain, my numbers, and my AI board of directors and ask one question: what is the actual state of this business?

Not how it feels. What shipped, what stalled, what is overdue, and what is quietly working better than expected. Putting it on the calendar is what turns it from a thought into a review.

04 I run goals in sprints

An open-ended goal never gets audited. So mine get a start date, an end date, and a scope. Two weeks. Four weeks. Then I close it out like a retro: what shipped, what I overestimated, what carries into the next one.

Sprints give me permission to change direction without calling it failure.

05 I treat every goal like a product

This is the shift that changed the most for me. Ship the smallest honest version first. Put it in front of real people. Watch what they do, not what they say they will do.

Then make one of two calls: end it or scale it. Both are wins. Ending something early hands me back every hour I would have spent maintaining a thing nobody wanted.

THE PRODUCT LOOP I RUN EVERY GOAL THROUGH

MVP → smallest version that can actually be judged.

Test → put it in front of real people.

Validate → read behavior, not compliments.

Decide → end it or scale it. No third option.

07 · THE OPERATING SYSTEM (CONT.)

What I actually measure

A startup measures the things that tell it whether to keep going. I do the same, and the vanity numbers do not make the list.

- Comments
- Email capture
- Real interest

THE POINT

Interest is data. And data tells you where your next opportunity is.

08 · THE HABITS

The unhinged systems that keep me focused

This is where it gets a little unhinged, in the best way. I know I am disgustingly ambitious. So I build systems that can hold that ambition.

HABIT 01 · I TALK TO MY FUTURE ME GPT

This helps me stay focused on the version of my life I'm actually trying to build. It keeps me from drifting into busy work or random opportunities that look good but do not align.

HABIT 02 · I START MY DAY WITH ELEVENREADER AND AI NEWSLETTERS

This keeps me informed on what is happening in AI, what tools are emerging, and where the opportunity is moving.

HABIT 03 · I BRAIN DUMP EVERY NIGHT AND LET CLAUDE FILE IT

Every night I empty my head into one place. No structure, no editing, no trying to sound smart about it. Then Claude sorts the whole mess into buckets: money, career, lifestyle, content, things I want to test, and things bothering me.

The value shows up months later. I can ask what I originally thought about a decision, how my thinking on it has changed, and what I was worried about the week before something finally worked. It turns into an archive I can interview. My past self answers with receipts instead of the story I would have told myself.

This matters because being early is easier when you are informed. And being informed is easier when you turn it into a system.

09 · THE MATH

Dream life math

Let's make this practical. A lot of people say they want freedom, but they have never reverse engineered the number. So let's do that.

Starting dream: \$10K/month

That could look like:

- 5 consulting clients at \$2K
- 2 company education sessions at \$5K each
- 100 buyers at \$100
- 20 buyers at \$500
- Or a mix across a simple offer ladder

Bigger dream: \$60K/month

That might come from:

- Brand deals
- Premium consulting
- Education sessions
- A cohort
- A sharper lead funnel feeding all of the above

REMEMBER

The point is not that there is one perfect way. The point is that the goal becomes less intimidating the second it becomes math.

Your dream life gets easier to build when you stop treating income like magic and start treating it like a system.

10 · THE LEVERAGE

Where AI creates leverage

Here is how I actually think about AI:

Not as a cheat code. Not as a personality. Not as a replacement for skill.

AI is leverage. AI is a co-pilot. AI is a skill amplifier.

Where I use it most

- Researching faster
- Organizing thoughts faster
- Seeing patterns faster
- Producing content faster
- Learning faster
- Making better decisions faster

The women who win with AI will not just be the ones using tools. They will be the ones using tools to become more capable.

That is the standard.

Disgustingly capable. Disgustingly skilled. Disgustingly informed.

11 · YOUR TURN

Your blueprint starts here

If you want to build your own version of this, start here.

Reverse engineer your goal

Ask yourself:

- What number would make me feel safer?
- What number would make me feel free?
- What kind of work do I want that number to come from?
- What skill can I build that becomes valuable in an AI-shaped future?
- What content could I create that attracts the exact people I want to help?

Build your first simple system

ONE OF EACH. THAT IS ENOUGH TO START.

One clear audience. One clear problem. One clear point of view.

One repeatable content series. One lead magnet. One path from attention to action.

Not perfect. Not massive. Not famous. Just functional.

11 · YOUR TURN (CONT.)

The prompts I'd start with

These map to the steps in this book. Paste them in, fill the brackets, and go from reading about the system to running it tonight. None of them require an audience. They work on whoever you already talk to.

01 · FIND THE PATTERN (BLUEPRINT STEPS 01 AND 02)

Here is what the people I want to help keep saying: [paste it raw. Comments and DMs if you post. If you do not, use Slack threads, email replies, forum posts, or just write out the 10 questions people bring you most often].

Pull out the 5 problems that come up most, in the exact language they used. Rank them by how often they appear and how specific the pain is. Do not smooth them into themes. I want the raw sentences.

02 · REVERSE ENGINEER THE NUMBER (DREAM LIFE MATH)

My target is [\$X] per month. Here is what I could realistically sell: [list what you have or could build].

Build me 4 different combinations that reach that number. For each one, show the price per unit and how many people I need. Flag which combination needs the fewest people, and which needs the least of my time.

03 · CUT IT DOWN TO AN MVP (THE PRODUCT LOOP)

I want to build [goal].

Strip it to the smallest version I could put in front of real people within two weeks. Tell me what to cut, what has to stay for it to be judged fairly, and the one signal that tells me whether to end it or scale it.

11 · YOUR TURN (CONT.)

04 · FILE THE BRAIN DUMP (HABIT 03)

Here is tonight's brain dump: [paste it messy].

Sort every line into these buckets: money, career, lifestyle, content, things to test, things bothering me. Do not rewrite my words. At the end, add one line on what I circled most tonight without noticing.

05 · INTERVIEW YOUR OWN ARCHIVE (HABIT 03, SIX MONTHS IN)

Here are my brain dumps from the last six months: [paste them].

What did I originally think about [decision or topic], and how has my thinking on it changed? Quote me directly, with dates. Then tell me what I was worried about right before something started working.

WHY PROMPT 05 IS THE ONE THAT COMPOUNDS

The first four help me move. This one lets me look back and see who I was becoming while I moved. Start the dumps tonight so it works on you in six months.

The Fall cohort is where I build this with you.

You do not have to figure this out alone, and you do not have to wait until you feel qualified to start.

This is where I walk through this system with a group of people building their own version of it. Structure, a deadline, and other people doing it beside you.

The waitlist is open. Joining it does not commit you to anything and does not cost anything. It means you hear first, and you get to decide later, once you know what it actually is.

JOIN THE WAITLIST

theblackfemaleengineer.com/cohort

And if you already know you want strategic help figuring out where AI fits into your current goals, future plans, and business direction, that is what my 1:1 work is for.

If this breakdown helped you see the game more clearly, your next move is simple:

- Reverse engineer your goal.
- Decide what kind of life you actually want.
- Then start building the systems that make that life more likely.

You do not need huge followers first.

You do not need to think of yourself as a founder yet.

You do not need to have it all figured out.

**You just need to start building
before the future forces you to.**

Dream life.

Built on purpose.

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