

1-ON-1 DIGITAL BUSINESS & AI MASTERY PROGRAM

Personal training with Stephen Totimeh — build a profitable business, then master AI.

3 MONTHS PER PHASE

3 SESSIONS / WEEK

1 HOUR, 1-ON-1

IN PERSON OR ONLINE

PHASE 1

Months 1-3

Digital Business Foundations

- **How to Set Up a Profitable Business**
Idea validation, company registration, pricing for profit
- **Website Development**
Build a professional site with AI - domain to launch
- **Digital Marketing**
Social media strategy, content, email & SEO
- **Advertising & Video Production**
Facebook/Google ads + promo videos that sell

YOU WALK AWAY WITH

A registered business, live website & running ad campaign.

PHASE 2

Months 4-6

AI Mastery & Automation

- **AI Automation for Businesses**
Chatbots, booking, CRM & workflow automation
- **AI Automation Software Creation**
Build and sell your own AI tools & apps
- **How to Train Institutions in AI**
Design & deliver AI training, win corporate contracts

YOU WALK AWAY WITH

Sellable AI services, your own AI product & a trainer toolkit.

INVESTMENT

PHASE 1

\$1,000

or 3 x \$375 / month

FULL PROGRAM

\$2,100

SAVE \$400 · 6 months

BEST VALUE

PHASE 2

\$1,500

or 3 x \$550 / month

Includes: all tools & templates · WhatsApp support between sessions · capstone project · certificate of completion

THE FULL 6-MONTH CURRICULUM

36 one-hour sessions per phase · every session is hands-on, on YOUR business

PHASE 1

Digital Business Foundations

WEEKS 1-3

Profitable Business Setup

- Find & validate a profitable idea
- Business models & pricing for profit
- Company registration, banking & legal basics
- Brand identity: name, logo, story

WEEKS 4-6

Website Development

- Domains, hosting & professional email
- Build your site with AI tools
- Copy & design that converts visitors
- SEO basics & getting found online

WEEKS 7-9

Digital Marketing

- Social media strategy & content calendar
- Creating content with AI
- Email marketing & customer follow-up
- Analytics: know what's working

WEEKS 10-12

Advertising & Video Production

- Facebook & Instagram ads that convert
- Google ads & retargeting
- Create promo videos with AI software
- CAPSTONE: launch your live campaign

PHASE 2

AI Mastery & Automation

WEEKS 1-4

AI Automation for Businesses

- AI fundamentals & prompt mastery
- Chatbots, bookings & CRM automation
- Automate marketing, invoicing & admin
- Sell automation audits as a service

WEEKS 5-8

AI Automation Software Creation

- No-code & AI app builders
- APIs & connecting systems together
- Build and ship your own AI tool
- Pricing, licensing & selling software

WEEKS 9-12

How to Train Institutions in AI

- Design an AI curriculum that lands
- Workshop delivery & facilitation skills
- Proposals: win corporate & govt contracts
- CAPSTONE: deliver a real mini-training

HOW IT WORKS

1

BOOK A FREE DISCOVERY CALL

Tell us your goals - we check you're a fit for the program.

2

GET YOUR PERSONAL PLAN

Every session is built around YOUR real business, not theory.

3

TRAIN 3x A WEEK & LAUNCH

1 hour per session, homework between, capstone at the end.

WHO IT'S FOR

Entrepreneurs, professionals & career-changers ready to build a real digital business.
Phase 2 requires Phase 1 or existing business/tech experience.

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