# THE NURSE PLAN B BLUEPRINT

A practical workbook for nurses who want to build additional income options without rushing to leave nursing.

**Created by Charity**
Nurse Plan B with Charity

This workbook is educational. It does not promise income or financial results. Your results depend on your choices, effort, skills, market conditions, and the business model you select.

# Welcome

You can value your nursing career and still want more flexibility, financial breathing room, creativity, or control over your time. A Plan B is not an escape plan. It is a deliberate way to explore options while protecting the career and income you already have.

Use this workbook to choose one realistic direction, test it on a small scale, and build a 30-day action plan.

## How to use this workbook

Work through the sections in order. Write your answers directly in a printed copy or in a separate notebook. Avoid trying five ideas at once. The goal is clarity, validation, and consistent action.

# 1. Your Plan B Vision

• Why do you want a Plan B right now?

• What would you like your life to look like 12 months from now?

• How many hours per week can you realistically devote to building it?

• What would success mean besides money - more time, flexibility, impact, creativity, or something else?

| WORKSHEET | YOUR NOTES |
|---|---|
| Prompt 1 | |
| Prompt 2 | |
| Prompt 3 | |
| Prompt 4 | |
| Prompt 5 | |

# 2. Your Transferable Nursing Skills

• Clinical judgment and problem solving

• Patient and family education

• Communication and trust building

• Organization and prioritization

• Leadership and teamwork

• Documentation and attention to detail

• Resilience and working under pressure

# 3. Choose a Plan B Model

• Education: workshops, tutoring, study resources, or digital guides

• Services: consulting, coaching within your qualifications, or administrative support

• Digital products: templates, planners, checklists, workbooks, or mini-courses

• Content and audience building: educational social content that leads to your own products or services

• Entrepreneurship: a separate business opportunity or venture that you have independently evaluated

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# 4. Evaluate Before You Commit

• Who is the customer?

• What specific problem does the offer solve?

• What does it cost to start and maintain?

• How will customers find you?

• What legal, licensing, employer, or professional-boundary issues apply?

• What evidence would tell you that people actually want it?

# 5. Create Your Simple Personal Brand

• Who do I help?

• What problem do I help them address?

• What experience or perspective makes my content useful?

• What do I want people to do after seeing my content?

# 6. Build a Simple Offer

• Offer name

• Ideal customer

• Problem addressed

• What the buyer receives

• Delivery format

• Price

• Why this is useful

• What is intentionally NOT promised

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# 7. Your Simple Sales Path

• Attract: useful content aimed at a specific audience

• Capture: offer a helpful free resource in exchange for an email

• Nurture: send useful follow-up information

• Offer: present the paid product clearly

• Deliver: make fulfillment simple and reliable

• Improve: collect feedback and revise

# 8. Social Media Without Living Online

• Choose one primary platform for 30 days.

• Use three content themes: teach, relate, and invite.

• Batch several posts at once.

• Use clear calls to action instead of posting without a purpose.

• Track inquiries, email sign-ups, and sales - not just likes.

# 9. 30-Day Nurse Plan B Action Calendar

## Week 1 - Clarify

■ Choose one Plan B idea.

■ Define the audience and problem.

■ List your relevant skills.

■ Research five comparable offers.

■ Write a one-sentence value proposition.

## Week 2 - Build

■ Create the smallest useful version of your offer.

■ Choose a name and simple visual identity.

■ Create or refine your landing page.

■ Set up email capture and delivery.

■ Ask two trusted people to test the experience.

## Week 3 - Share

■ Publish three useful posts.

■ Talk about the problem your offer addresses.

■ Invite people to your free resource.

■ Respond to questions and note repeated concerns.

■ Improve your messaging based on what you learn.

## Week 4 - Measure

■ Review sign-ups, inquiries, and sales.

■ Identify what content generated action.

■ Ask for customer feedback.

■ Improve one part of the offer.

■ Choose your next 30-day goal.

# 10. Income & Goal Tracker

Track actual numbers. Revenue is not the same as profit, so include expenses.

| Month | Revenue | Expenses | Profit | Leads | Sales |
|---|---|---|---|---|---|
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# 11. Personal Brand Starter Worksheet

**I help...**

**They struggle with...**

**I can help by...**

**My three content themes are...**

**My free resource is...**

**My paid offer is...**

**My call to action is...**

# Your Next Step

Choose one action you can complete in the next 24 hours. Momentum comes from doing the next useful thing, measuring what happens, and improving from there.

## My next action:

## Deadline:



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