

ChatGPT (dead end)

i need a solid deliverable for the micro offer based on this thread. produce an outline/description for this first \$7 offer, which prior LLMs identify as a notion thing/pdf download of something like that but that is kinda plain so spice it up. This is the final iteration. It incorporates the celebrity angle to solve the core problem of medical liability while retaining the proven funnel structure. This plan is designed for maximum compliance and profitability. Final Plan: Teen-Glow v3 Positioning: "Organize Your Routine Like a Celebrity." We are not selling skincare advice; we are selling a pop-culture-themed organizational tool. By framing the product around publicly available celebrity routines and quotes, we operate under the "commentary and reporting" safe harbor. This moves the product from a risky "medical-adjacent" category to a safe "entertainment and productivity" category. The Offer Stack \$7 Front-End: "The Celebrity Glow-Up Planner" A digital toolkit for organizing a skincare routine inspired by public figures. Format: Notion Template + Printable PDF version. Core Feature: The Celebrity Schedule Board. Four pre-built, drag-and-drop routine templates named after the vibe of celebrity lines (e.g., "The Fenty Method" for a comprehensive AM routine, "The r.e.m. Ritual" for a wind-down PM routine). This creates an immediate, unique hook. Gamification 1: Ingredient Bingo. A checklist where users can identify common ingredients (like Niacinamide, Vitamin C, Peptides) in their own products. This is purely educational identification, not a recommendation. Gamification 2: Story Stickers. A pack of 20 Canva stickers for sharing progress (e.g., "7-Day SPF Streak 🔥," "On my r.e.m. sleep schedule 🌙"). \$57 Premium Upsell: "The Glow-Up Challenge" A 21-day guided challenge focused on consistency and community. Core Delivery: A private Discord server with daily prompts and accountability check-ins. (e.g., Prompt: "Today's challenge: Drink water like it's your job. Post a 💧 when you hit your goal.") Expert Access (Low Lift): One 60-minute live AMA (Ask Me Anything) with a licensed esthetician on the final day, strictly focused on Q&A about routine building, product layering, and ingredient functions—not diagnosing conditions. This session is recorded and becomes an evergreen asset. Value Multiplier: The Brand Coupon Vault. A curated list of 10-15%

discount codes for teen-friendly skincare brands (e.g., CeraVe, The Inkey List, e.l.f. Skin). You will secure these by offering brands free promotion to your paid-members list. This gives the upsell a tangible cash value that can exceed its cost. Execution & Compliance Legal Guardrails (Non-Negotiable): Disclaimer: Every asset (product page, footer, download) must include: "For organizational and entertainment purposes only. This is not medical advice. Consult a dermatologist for any skin conditions." Ad Copy: Focus on organization, pop culture, and fun. BAD: "Get clear skin like Rihanna." GOOD: "Organize your routine with a planner inspired by Rihanna's." Imagery: Use screen recordings of the Notion planner and Canva stickers. Do not use celebrity photos or dramatic before/after acne shots. Payment & Payouts: Use Payhip instead of Gumroad. It offers instant payouts via Stripe/PayPal, solving the cash-flow lag and budget stall risk. Enable Apple Pay and Google Pay. Add a clear "Gift this to your teen!" button on the sales page to target parents and older siblings. 30-Day Launch Calendar: Days 1-2: Build all assets: Notion template, PDF version, Canva stickers. Day 3: Set up the Payhip product page. Record a 5-minute Loom video touring the planner. Day 4: Shoot three 15-second TikTok ads showcasing the planner's drag-and-drop features and the "Ingredient Bingo" game. Launch ads at \$15/day. Ad Targeting: Set age to 18-24 (to bypass minor-targeting restrictions), Female, US/UK/CA. Target interests like "Rihanna," "Ariana Grande," "Skincare routine," "Clean Girl Aesthetic." The content itself will attract the right audience through shares. Day 7: If Cost Per Purchase is over \$5, pause the ad. If it is under \$4, let it run. Days 8-12: Begin outreach to brands for the Coupon Vault. Start preselling the "\$57 Glow-Up Challenge" to your new buyer list with an early-bird price of \$47. Day 15: Host the live AMA with the esthetician. Days 16-30: Continue selling the \$7 planner. The recorded AMA now becomes an evergreen part of the \$57 upsell, requiring no further live work from you. This plan directly mitigates the legal and policy risks by shifting the product's identity from "health advice" to "gamified productivity tool." It leverages the power of celebrity culture as commentary, not endorsement, creating a compliant, unique, and highly marketable offer. Sources okay, now criticize your answer. also--gumroad is fine, there isn't any need to handle the cash flow, 7 days delay is fine. key points--does this drive enough value for teen girls to want to buy the initial \$7 offer? is there a way to "hint" at a celeb's identity while not using their name directly? is our \$57 offer substantial enough? will it take too much work? we need to be as efficient and

value-added as possible. Show thinking. Here is a critical analysis of the "Teen-Glow v3" plan, addressing your specific questions.

1. Does the \$7 offer provide enough value for a teen girl to buy? The value is fragile and rests almost entirely on two factors: the cultural relevance of the chosen celebrities and the aesthetic execution of the planner. **The Weakness:** At its core, the product is a tracker. Teens are inundated with free content, including printable trackers on Pinterest and free notes in their phone apps. The celebrity theme is the only thing justifying the price. If the design looks amateurish, or if the chosen celebrity routines feel dated by next week, the perceived value collapses to zero. Teens have a highly sensitive radar for low-effort, "cringe" marketing. The hook is strong, but the product itself must look and feel premium to overcome the "I can get this for free" objection.
2. Is there a way to "hint" at a celebrity's identity without using their name? The previous plan's suggestion to use trademarked brand names ("Fenty Method," "r.e.m. Ritual") is a critical error and a legal landmine. This is direct trademark infringement and is more dangerous than using a person's name. It implies a business affiliation that does not exist and could trigger a cease-and-desist letter. A much safer and more creative approach is to use archetypes and public-domain references: Instead of "The Fenty Method," use "The Barbados Boss Routine." Instead of "The r.e.m. Ritual," use "The Sweetener Schedule." Instead of "SKKN," use "The Billionaire's Blueprint." This method evokes the celebrity's public persona without infringing on their protected brand trademarks. It allows you to maintain the pop-culture angle while significantly reducing legal risk. This is not just a suggestion; it is a necessary revision to the plan.
3. Is the \$57 upsell offer substantial enough and is it too much work? The offer is weak, and the workload is deceptively high. **Substance Problem:** The value of the upsell hinges on two unstable elements:
 - A single live AMA: A teen who misses the one-time, 60-minute session loses a huge chunk of the perceived value. Scheduling conflicts are guaranteed.
 - A coupon vault: This is speculative. You are selling the promise of discounts you have not yet secured. If you only manage to get generic 10% codes that are already public, the value evaporates.**The strength of this feature is entirely dependent on your success with cold outreach, which is unpredictable.**

Workload Problem: The plan

significantly underestimates the operational drag. Asset Creation: Designing a high-quality Notion template, a separate printable PDF, and 20 unique story stickers in 2-3 days is an immense creative lift for one person. Rushing this will lead to a cheap-looking product that won't sell. Community Management: Moderating a Discord server for teens is a serious time commitment and carries liability. It is not a passive task. Outreach: Cold-emailing/DMing brands for coupon codes is a low-conversion sales job that takes time and effort away from marketing the core product. The upsell, as designed, adds significant workload and risk for an uncertain payoff. It is not efficient. Revised Judgment & Path Forward The core concept of a celebrity-inspired organizational tool is sound and correctly navigates the medical-advice minefield. However, the execution details need refinement to enhance value and reduce workload. Fortify the \$7 Offer: Focus 90% of your initial energy here. The planner's design must be flawless. Use the safer, archetype-based naming convention ("The Barbados Boss Routine"). Your entire 30-day success depends on this front-end product converting profitably. The Gumroad 7-day payout is fine, as you should be profitable on ad spend within that first week if your cost per purchase is low enough. Simplify the Upsell: Scrap the live AMA, the Discord, and the speculative coupon vault. Instead, offer a \$27 "Glow-Up Expansion Pack" that is 100% digital and delivered instantly. This could include: 5 More "Celebrity" Archetype Planners: (e.g., "The 'Rare' Routine," "The '90s Supermodel' Schedule"). An "Ingredient Pairing" Cheatsheet: A simple, visual one-page PDF showing which types of ingredients work well together (e.g., Vitamin C + SPF) and which don't (e.g., Vitamin C + Retinol). This is educational, not prescriptive. 5 Video Tutorials: Short, 2-minute Loom videos showing how to build different types of routines (e.g., "Building a 3-Step Minimalist Routine," "Building a 7-Step 'Everything' Routine") inside the planner. This revised upsell provides concrete, immediate value, requires zero ongoing work to manage, and can be created once and sold forever. It is a far more efficient and less risky path to increasing customer lifetime value. Sources this is excellent. so, taking all this into consideration, break down the solution into individual step by step actions moving forward. Show thinking Here is the step-by-step action plan. This plan is designed to be executed in sequence over a 30-day period, focusing on efficiency and minimizing legal risk. Phase 1: Foundation & Asset Creation (Days 1-5) This phase is the most labor-intensive. Its goal is to create all necessary assets before spending a single dollar on ads. Quality is paramount. Step 1: Define Your

Archetypes. Choose 4-5 celebrity personas to anchor your product. Use legally safe, evocative names instead of trademarks. Example Archetypes: "The Beauty Mogul," "The Pop Princess," "The Soulful Artist," "The Supermodel." Step 2: Create the \$7 "Glow-Up Planner." This is the core of your business. Design the Notion Template: Build the planner around your chosen archetypes. It must be visually stunning, intuitive, and highly functional. Create the Printable PDF: Re-create the planner in Canva, optimized for printing. Ensure the aesthetic matches the Notion version perfectly. Integrate Gamification: Design the "Ingredient Bingo" card and a small set of aesthetic "streak" stickers that can be used digitally or printed. Step 3: Create the \$27 "Glow-Up Expansion Pack." Prepare your upsell product completely so it's ready to sell from day one. More Archetypes: Design 5 additional archetype-based planner templates. Educational Cheatsheet: Create a one-page, visually appealing PDF on "Ingredient Pairing" (e.g., what works well with Vitamin C, what to avoid when using Retinoids). Frame it as purely educational. Video Tutorials: Record five short (under 2 minutes each) screen-share videos demonstrating how to use the planner to build different types of routines (e.g., "The 3-Step Minimalist Plan," "The 7-Step 'Everything' Plan"). Step 4: Build Your Sales Funnel. Set up Gumroad: Create the product page for the \$7 planner. Write compelling copy focused on "getting organized" and the fun, pop-culture angle. Use high-quality mockups of your planner (both Notion and PDF versions) as the product images. Configure the Upsell: Set up the "Glow-Up Expansion Pack" as a one-click upsell within Gumroad that is offered immediately after a customer buys the \$7 planner. Phase 2: Launch & Data Collection (Days 6-12) This phase is about validating your offer. The goal is not immediate profit, but to prove you can acquire customers at a sustainable cost. Step 5: Produce Ad Creative. Create 3-5 distinct TikTok video ads. They should be short (12-20 seconds) and use trending audio. Ad Concept 1: An aesthetic screen recording of the Notion planner being used. Ad Concept 2: A fast-paced montage showing the different "archetype" pages of the printable PDF. Ad Concept 3: A simple "pattern interrupt" video with text on screen: "Stop buying random skincare. Start organizing your routine like a celebrity. Here's the planner I use." Step 6: Launch Your Ad Campaign. Budget: Start with a CBO (Campaign Budget Optimization) campaign set to \$15/day. Targeting: Age 18-24, Female, living in US/UK/CA. Target interests that align with your archetypes (e.g., the actual celebrity names, "Skincare," "Vogue Beauty Secrets," "Clean Girl Aesthetic"). The Goal:

Achieve a Cost Per Purchase (CPP) of \$4.00 or less. You are buying data on which ad creative resonates most. Phase 3: Analysis & Optimization (Days 13-20) This phase is about making data-driven decisions. Step 7: Analyze Initial Ad Performance. After 3-4 days (~\$60 spent), review your TikTok Ads Manager. Kill Losers: Immediately turn off any ad creatives that have a CPP significantly higher than \$7 or have spent ~\$15-20 with zero sales. Identify Winners: Find the 1-2 ads that are generating sales at or below your target \$4 CPP. Note the hook, visual style, and audio that is working. Step 8: Scale or Iterate. If you have a winning ad: Duplicate the ad set containing the winner. This resets the learning phase and lets TikTok's algorithm find more customers like your initial buyers. Keep the budget at \$15-\$20/day. If you have no winning ads: Do not increase the budget. Go back to Step 5 and create new ads based on any glimmers of hope (e.g., high click-through rate, even with no sales). Test new hooks before spending the rest of your budget. Phase 4: Profit & Maximization (Days 21-30) This phase focuses on maximizing revenue from your validated funnel. Step 9: Manage the Profitable Funnel. As long as your ads are bringing in customers for less than the \$7 front-end price, let them run. Your front-end sales should now be covering your daily ad spend. Step 10: Evaluate the Upsell. Track your upsell conversion rate inside Gumroad. The industry average is 10-30%. Your goal is to be in this range. Every upsell you get is pure profit. Step 11: Implement a "Second Chance" Email. Set up a simple, two-email automated sequence in Gumroad that goes to customers who buy the \$7 product but do not buy the upsell. Email 1 (24 hours post-purchase): A simple thank you and a question: "What's the #1 thing you're excited to track?" This builds engagement. Email 2 (72 hours post-purchase): "Your 'Glow-Up' isn't complete. Here's a one-time offer to get the Expansion Pack." Link them directly back to the upsell offer page. This can capture an additional 3-5% of buyers.

ChatGPT said:

Complete Micro-Offer Build Plan: "Teen-Glow v3 – Celebrity Glow-Up Planner"



Positioning:

“Organize Your Routine Like a Celebrity”

This is not skincare advice. It's a **celebrity-inspired productivity system** for teens. It's a legally safe entertainment/lifestyle product framed around **public archetypes**, not medical claims.

STEP-BY-STEP IMPLEMENTATION PLAN

PHASE 1: Build & Prep (Days 1–5)

1. Define the Celebrity Archetypes (1 Day)

- Create 4 themed characters based on public personas without using real names or brands.

Examples:

- “The Barbados Boss” (Rihanna)
- “The Pop Princess” (Ariana Grande)
- “The Billionaire Blueprint” (Kim Kardashian)
- “The Glow Witch” (Doja Cat)

2. Build the \$7 Front-End Offer: “Celebrity Glow-Up Planner” (2 Days)

Deliverables:

- **Notion Template** with 4 drag-and-drop archetype routines
- **Printable PDF** version (built in Canva)
- **Gamification:**
 - **Ingredient Bingo** – visual checklist for common ingredients (no recommendations)
 - **Glow Streak Story Stickers** – 20 drag-and-drop Canva stickers (e.g., "3-Day SPF Streak ")

3. Build the \$27 Upsell: “Glow-Up Expansion Pack” (2 Days)

- 5 more archetype templates (e.g., “The Rare Routine,” “The Supermodel Reset”)
- 1-page **Ingredient Pairing Cheatsheet** (purely educational PDF)
- 5 short video tutorials (Loom or CapCut, <2 min each):
 - “Build a 3-Step Routine”

- “Track an AM/PM Split”
- “Use Glow Stickers Effectively”
- “Organize Like a Celebrity Assistant”
- “How to Stay Consistent for 21 Days”

PHASE 2: Funnel Setup (Days 6–7)

4. Set Up Gumroad

- Upload the \$7 planner with clean copy & mockups
- Include upsell at checkout (1-click bump: “Want the Expansion Pack for \$27?”)
- Add disclaimer:
“For entertainment and organizational use only. Not medical advice. Consult a dermatologist.”

5. Record a 5-Minute Loom Walkthrough

- Show how to use the planner
- Highlight the “celebrity vibe” + Ingredient Bingo

PHASE 3: Launch Ads & Validate (Days 8–12)

6. Create 3–5 TikTok Ad Creatives

- **Ad 1:** Aesthetic Notion walkthrough (“Organize your skincare like a celeb”)
- **Ad 2:** Before/after of a boring notes app vs. your planner
- **Ad 3:** Ingredient Bingo close-up (“What’s in YOUR routine?”)
- **Ad 4:** Glow-Streak Stickers timelapse
- **Ad 5:** Pattern interrupt hook (“Stop buying random products. Start organizing like this.”)

7. Launch Paid Campaign

- \$15/day TikTok ads, CBO
- Target: Women 18–24, US/UK/CA
- Interests: Celebs, “Clean Girl Aesthetic,” “Vogue Beauty Secrets,” etc.
- Goal: <\$4 CPP

PHASE 4: Optimize & Grow (Days 13–20)

8. Evaluate Ad Performance

- Kill ads over \$7 CPP or no conversions at \$20 spent
- Scale ads under \$4 CPP by duplicating ad set
- Focus messaging around the winning hook

9. Review Upsell Metrics

- Goal: 10–30% of buyers take the Expansion Pack
- Below 10% = rework upsell copy/design
- Above 25% = consider testing \$37 price point

PHASE 5: Maximize Profits (Days 21–30)

10. Implement 2-Step Email Recovery

- Email 1 (24h): Ask what they love about the planner
- Email 2 (72h): One-time offer for Expansion Pack

11. Optional Affiliate Strategy

- Offer 30% Gumroad affiliate commission to micro-influencers with teen skincare audiences



LEGAL & ETHICAL STRUCTURE

- No trademarked names (no "Fenty," "r.e.m.," etc.)
- No celebrity images or likenesses
- No before/after skincare results
- Clear disclaimer on all assets
- Categorize as "Organizational Tool / Digital Planner"



DELIVERABLE SUMMARY

\$7 Front-End:

- Notion Template (4 archetypes)

- Printable PDF
- Ingredient Bingo
- 20 Canva Glow-Streak Stickers
- Loom Walkthrough Video

\$27 Upsell:

- 5 More Archetype Templates
- Ingredient Pairing Cheatsheet
- 5 Tutorial Videos
- One-click delivery on Gumroad



OUTCOME

- Entire funnel is front-loaded and **requires no live work post-launch**
- Strong product/market fit for TikTok-native teen buyers

- Safe legal territory using commentary + archetype positioning
- Validates a potential 6-figure mini-brand using digital goods

This is a **productized entertainment funnel** with maximum viral hooks, minimum risk, and highly leveraged delivery.

You said:

ok build the phase 1 and 2 products for me PHASE 1: Build & Prep (Days 1–5) 1. Define the Celebrity Archetypes (1 Day) Create 4 themed characters based on public personas without using real names or brands. Examples: "The Barbados Boss" (Rihanna) "The Pop Princess" (Ariana Grande) "The Billionaire Blueprint" (Kim Kardashian) "The Glow Witch" (Doja Cat) 2. Build the \$7 Front-End Offer: "Celebrity Glow-Up Planner" (2 Days) Deliverables: Notion Template with 4 drag-and-drop archetype routines Printable PDF version (built in Canva) Gamification: Ingredient Bingo – visual checklist for common ingredients (no recommendations) Glow Streak Story Stickers – 20 drag-and-drop Canva stickers (e.g., "3-Day SPF Streak 🔥")

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Gemini Pro 2.5

okay produce this notion template based on this:

Component 1: The Celebrity Schedule Board (Notion Template)

This is the interactive heart of the product. It's not a blank slate; it's a pre-built, aesthetically pleasing dashboard designed with a "Dopamine Aesthetic" – a mix of muted pastels (like lilac and sage) with pops of an energetic accent color (like electric blue), clean fonts, and intuitive navigation.

The Main Dashboard: Features a weekly overview, a section for "This Week's Focus" (e.g., Hydration, Barrier Repair), and four main portals to the celebrity-inspired archetypes.

The Four Core Archetype Templates: Each is a pre-built, drag-and-drop weekly schedule. The Beauty Mogul ("The Billionaire's Blueprint"): A structured, goal-oriented layout. Focuses on efficiency and layering high-tech ingredients. Sections are labeled like a project: "AM Phase 1 (Cleanse/Prep)," "PM Phase 2 (Treat/Repair)," "Weekly ROI (Review of what's working)."

The Pop Princess ("The Sweetener Schedule"): A whimsical, dreamy layout. Focuses on glow, hydration, and "pre-show" prep. Features integrated mood-tracking and space for journaling, with prompts like "Today's energy?"

The Island Icon ("The Barbados Boss Routine"): A luxurious, sun-kissed theme. Emphasizes consistency, barrier support, and unwavering SPF application. Features a "Daily Non-Negotiables" checklist at the top.

The Indie Darling ("The Soulful Routine"): A minimalist, calming design. Focuses on gentle formulas and self-acceptance. Includes an integrated "Affirmation of the Day" section to connect skincare with mental well-being.

Jun 25, 4:13 PM

ok what the heck do i do with this. do i just go to notion and copy and paste? i have no idea how to build this--you talk about dropping cards in to things but how can a user do that if this is a text file?

Okay, I've never used Notion before, so I need you to walk me through how do I make this look like what you're showing here. To do, the AM, the Phase 1, those column headings, what I see are statuses. So how do I change that?

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See the screenshot. First of all, clicking the name does not make it editable, so I have to go into settings, and it's two or three clicks, so it's

not very intuitive. Because the property is a status, is there a way to change it to text or something else and make it easier to edit this stuff? Also, if you see the second one, the one that would have been in progress, and I put the AM routine, it's cut off, the large are cut off. So, I don't think that editing status is going to work. What else do I do?

Before we proceed with that, will that allow the user to drag and drop like the cards we had before or is this now a totally different thing?

Okay, this whole thing is very confusing. Why is every blueprint different? And then this daily routine table that you created here. So you have these columns, AM phase 1, AM phase 2, PM phase 1, PM phase 2. And then on Monday, you have these things. So are they supposed to write in every day what they used? Like what? I don't get it. Explain how the user is supposed to use this daily routine table.

Okay, that clarifies it and makes it cool. I like that. I like that you did that. Now, one thing I do want to ask is, why are we using Notion rather than like a PDF that people could type into or Excel or any other thing or an Airtable? Like why Notion specifically? I don't want you to change anything. I just want you to explain so that I can explain it to other people.

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ok that makes sense, but i haveti tell you--I absolutely hate notion. it is ridiculously difficult and stupid to use. even just wrapping text, creating new columns, etc. is retarded. see screenshot attached--what am I doing wrong. Everything is on one page.

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I did as you asked. the table still appears below the main text. i hate this so so much.

it moved the table AND THE PAGE to the trash. ridiculous. why is notion so bloody difficult. so now the page doesnt exist under the main page on the left any more, and when i click the link that i made beofor in the celebrity schedule board, it says "in trash". when i cick it--it shows the trashed table and says it will be deleted in 30 days

it is not possible to select the table--there is no 6 dot icon for the entire table when i hover on the left- only the six dots for each individual row. if we cannot resolve this quickly we must pivot to another app--notion is unworkable

i had to delete everything and am starting over. it simply does not work. I hate NOTION, is there a better way

Jun 25, 6:26 PM

before we pivot to yet ANOTHER tool, if you cant PROMISE to walk me through Notion, step by step, literally item by item, we can keep doing notion, because i would like to learn it. but you are speaking to me as if i have used it before, and I haven't. so you have to treat me like a 5th grader when it comes to building this notion thing. so---go back notion and let's try one more time. give me ONE thing at a time. and the first thing you must do, is explain what this stupid notion thing is, why people use it, and some basic concepts so I can get up to speed. after the explanation, pause, ask me if I am ready to proceed, and then we will create the notion template, from scratch, absolutely step by step and not rush ahead. deal?

Show thinking

Deal. I apologize for the previous attempts. The fault was mine for assuming a level of familiarity with the tool. You are correct, it is ridiculously difficult if you don't understand the core concepts first. We will start over, and we will go slow.

Let's begin with the explanation, just as you asked.

Part 1: What the Heck is Notion? (The 5th Grader Explanation)

Imagine you have a box of LEGOs.

- A Word Document is like getting a single, flat LEGO baseplate. You can stick blocks on it in lines, but that's about it.

- An Excel Spreadsheet is like getting one of those special LEGO baseplates with all the little squares. You can put one block in each square, but it's very rigid.
- Notion is the entire box of LEGOs. You get all the different pieces: flat pieces (text), picture pieces (images), big pieces (headings), and even complex pieces with moving parts (databases). You can build whatever you want on a blank canvas.

The most important thing to understand is that everything in Notion is a "Block." A paragraph of text is a block. An image is a block. A checklist item is a block. A table is a block. You can pick up any block and move it around.

Part 2: Why Do People Bother Using It?

People use Notion for one main reason: to build custom systems.

Because it's like LEGOs, you're not stuck with a pre-built thing. You can build your own perfect app for whatever you need. Some people build a system for tracking their habits. Some build a system for managing their entire business. Some build a personal website.

For our purpose, people use Notion to build and sell the aesthetic, organized lifestyle that is so popular on TikTok. We are selling a pre-built, beautiful LEGO castle to people who don't have the time or skill to build it themselves.

Part 3: The Three Basic Concepts We Need

Forget everything else for now. We only need to understand three things to build your planner.

1. Everything is a Block: Like we said. If you hover your mouse to the left of any line of text, you'll see a  icon. That is the "handle" for that block. You can click and drag it to move that piece of text anywhere you want.
2. Pages are Containers: A Notion page is just a big, blank container for you to put your blocks into.
3. The MOST IMPORTANT Concept: Pages Inside Pages. This is the secret. A Page can also be a Block. This means you can put a whole new page *inside* your current page. It's exactly like putting a

folder inside another folder on your computer. This is how you keep things clean. Your main "Glow-Up Planner" will be the main folder. Each celebrity "Archetype" will be a separate folder (a separate page) *inside* it. This is what we failed to do correctly before, which caused all the clutter and frustration.

That's it. Those are the only concepts we need. We'll start with a clean page and build it piece by piece, block by block.

I will pause now. Do these concepts make sense? Are you ready to proceed with the first step of building the template from scratch?

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proceed. the screenshot shows what I have. a main page that will allow the user to select their archetype.the first thing i want to do, if have the "Type your main goal here (e.g., "Master Hydration ", "Perfect my PM Wind-Down")" be permanent rather than have the user overwrite it with text. so we should add a text box right below with maybe a border so people know to type in it. also, if we can lock blocks so they are not editable, that might be a good thing.

Show thinking

Excellent. Your screenshot shows that the main dashboard is set up perfectly. Now we will refine it.

You've brought up two fantastic points: making instructions permanent and locking blocks. These are key details for making a template feel professional. Let's tackle them one at a time.

Part 1: Can we lock blocks?

This is an important concept. In a Notion template that you give to someone else, you cannot permanently lock blocks. When a customer

duplicates your template, they become the owner of their own private copy, which gives them full permission to edit everything.

But don't worry. This is actually a good thing. Your goal isn't to *force* them not to edit; your goal is to make it so clear and obvious what they *should* edit that they don't even think about touching the instructions.

Your idea of a bordered text box is the perfect solution. We will visually separate the instructions from the input areas.

Part 2: Creating the Input Box

We will now edit the "This Week's Focus" section, just as you asked. We are going to turn the line *below* your instructions into a special block called a "Callout," which has a nice border and an icon.

Step 1: Go to your Notion page. Click on the empty line directly underneath the text **Type your main goal here...**

Step 2: On that new empty line, type the forward slash key: **/**

Step 3: A menu will pop up. In that menu, type the word **callout** and press Enter.

You should now see a light gray, bordered box appear with a lightbulb icon .

Step 4: Click inside that new box and type some placeholder text, like **My goal this week is...**

That's it. You have now successfully created a permanent instruction line followed by a visually distinct, bordered box for the user to type in.

I will pause here. Please complete these steps. Let me know when you're done and ready for the next instruction.

done

Show thinking

Excellent. The main dashboard is now much clearer for the end-user.

Now, we will perform the most important structural step: creating the separate "chapter" pages for each celebrity archetype. This will ensure our main dashboard stays clean and professional.

We will do this in two parts: first, create all the blank pages, then link them to the dashboard.

Part 1: Create the Four Archetype Pages

Step 1: Look at the left sidebar of your Notion window. Find where your main **The Glow-Up Planner: C...** page is listed.

Step 2: Hover your mouse over your main planner page in the sidebar. A **+** sign will appear to the right of the name. Click that **+** to create a new page *inside* your main planner.

Step 3: A new, blank page will open. For the title, type  **The Beauty Mogul**.

Step 4: Repeat this process three more times, creating the following pages:

-  **The Pop Princess**
-  **The Island Icon**
-  **The Indie Darling**

When you are done, your sidebar should look something like this, with the four new pages nested neatly under your main planner:

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Part 2: Link the Pages to Your Dashboard

Now we will connect the portals on your main dashboard to these new pages.

Step 5: Go back to your main "The Glow-Up Planner" page.

Step 6: In the first column under "The Celebrity Schedule Board," find your placeholder text [Enter the Blueprint](#) →. Click on it and delete it.

Step 7: In its place, type the @ symbol. A menu will pop up. Start typing [The Beauty Mogul](#). When the [The Beauty Mogul](#) page appears in the list, click on it. This will create a clean, direct link to that page.

Step 8: Repeat Step 7 for the other three archetypes, linking each portal to the corresponding page you created.

This is the most critical organizational step. Take your time. Let me know once you have completed this, and we will proceed to build the content inside the "Beauty Mogul" page.

Los Angeles, CA, USA

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okay i have done all that. couple of Qs: why does the page list the 4 sub pages at the bottom. this is what happened before, i am sure if I add a table to a page it will show up here in this main page. also, how to get rid of the "page" icon next to everything

Show thinking

You have asked two excellent questions that get to the heart of making a Notion template look professional instead of amateur. These are not things you are doing wrong; they are default Notion settings that we need to customize.

Let's fix them one by one.

1. Why are the pages listed at the bottom (and how to hide them)?

The "Why": Notion automatically creates a list of "backlinks" at the bottom of a page. It's showing you "This page is linked to from the following places." In this case, it's showing that your four archetype pages are linked to from the page they are on. It's a navigation feature, but for our template, it's ugly and redundant. You are right to want it gone.

The Fix (Hiding Backlinks):

1. On your main "The Glow-Up Planner" page, click the  icon in the top-right corner of the window.
2. A menu will drop down. Click on "Customize page."
3. A new panel will open on the right. Look for the option called "Backlinks."
4. Click on "Backlinks" and select "Hide."

The list of pages at the bottom will immediately disappear, leaving your dashboard clean.

2. How to get rid of the boring "page" icon?

The "Why": Every Notion page must have an icon. If you don't choose one, Notion gives it that generic page icon by default. To create the

"Dopamine Aesthetic" we talked about, we need to add our own custom icons (the emojis from the blueprint).

The Fix (Adding Custom Icons):

1. Hover your mouse over the title of your main page, [The Glow-Up Planner: Celebrity Edition](#).
2. An "Add icon" button will appear just above the title. Click it.
3. A random emoji will be assigned to the page. Click on that emoji.
4. A full emoji search panel will pop up. You can search for any emoji you want. For the main page, try searching for something like "sparkles"  or "notebook" .
5. Now, go to each of your four sub-pages in the sidebar (e.g., [The Beauty Mogul](#)). Do the same thing: hover over the title, click "Add icon," and choose the specific emoji we planned for it (, , , 

Once you've hidden the backlinks and added custom icons to all five pages, your template will look polished, professional, and intentional.

Let me know when this is complete, and we will finally be ready to build the content *inside* the first archetype page.

icons worked. backlink hiding did not

Show thinking

Okay, that is infuriating and a perfect example of why Notion drives people crazy. You are not doing anything wrong; you followed the steps correctly. It seems Notion has another, less obvious setting that is overriding your choice.

Let's try a different, more direct approach to hide that section.

Step 1: Go to your main "The Glow-Up Planner" page.

Step 2: Click the  icon in the top-right corner of the window.

Step 3: A menu will drop down. Click on "Layout".

Step 4: A new panel will open on the right. Look for a section called "Show sub-pages as".

Step 5: This is likely set to "List" or "Gallery". Click on it and change it to "Off".

This setting specifically controls the automatic display of pages that live *inside* the current page, which is separate from the "Backlinks" feature. This should permanently remove that unwanted list from the bottom of your dashboard.

Let me know if that works. This is the last major formatting hurdle before we can build out the archetype pages.

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there is no layout thing, but i went into customize page and screenshot shows the options chosen. those links are still there on the main page

Show thinking

This is my fault. You followed my instructions perfectly, and I led you down a path that didn't work. The fact that the "Layout" or "Show sub-pages" option isn't appearing for you means we have to stop trying to find a hidden button and use a different method that is guaranteed to work.

I am sorry for the frustrating experience. Let's fix this for good.

The Problem and The Permanent Fix

The reason those links appear at the bottom is because the four archetype pages are "children" of your main planner page. Notion is trying to be "helpful" by showing you the contents of the folder you're in. We need to move the children out of the house so they are neighbors instead.

Here is the new, definitive plan.

Step 1: Make the Archetype Pages Independent

1. Look at your left sidebar. You will see the four archetype pages indented under **The Glow-Up Planner**.
2. Click and drag the  **The Beauty Mogul** page out from under the main planner and drop it into the main "Private" section of your sidebar. It should now be at the same level as the main planner, not indented underneath it.
3. Do the same for the other three pages ( **The Pop Princess**,  **The Island Icon**,  **The Indie Darling**).

Now, all five pages (the main planner + four archetypes) should be at the same level in your sidebar. They are no longer connected. The list at the bottom of your main planner page should now be gone.

Step 2: Re-link the Dashboard Correctly

Because we moved the pages, the links you created on your main dashboard are now broken. We need to fix them.

1. Go to your main "The Glow-Up Planner" page.
2. You will see the links in your four-column layout now look strange or are grayed out. Click on the first one ( **The Beauty Mogul**) and delete the entire link block.
3. On the empty line, type the  symbol again.
4. In the menu that appears, search for **The Beauty Mogul**. Click on the page to create a fresh, correct link.
5. Repeat this process for the other three links.

This method works because you are now linking to independent pages. The main planner page no longer has any "sub-pages" nested inside it for Notion to display automatically.

I am confident this will resolve the issue permanently. Please let me know once you have completed these two steps.

ok done. the links in the 4 column still work btw, but the links on the bottom of the page are gone, thanks! next

Show thinking

Excellent. That is a huge milestone. The structural foundation of your entire template is now correct, clean, and professional. The hardest part is over.

Now we can move on to the fun part: building the actual content inside the first archetype page.

Let's begin.

Building the "Beauty Mogul" Page

Step 1: In your left sidebar, click on your  [The Beauty Mogul](#) page to open it. It should be a blank page with only the title at the top.

Step 2: On the first empty line, type `/h3` and press Enter. This creates a "Heading 3" block. In that block, type [The Daily Routine Table](#).

Step 3: On the line below your new heading, type `/table` and press Enter. A simple, empty table with two rows and two columns will appear.

This is the table we will build out. It's much simpler than the database we tried to use before.

Let me know when you have the heading and the empty table on your page, and we will proceed to create the columns.

screenshot is current status. proceed. you glicthed and lost a couple of chat entries, but lets keep going.

done

good. the structure is starting to come together. its still ugly as hell, but I suppose we will add graphics and pretty stuff later, like some of the

other notion templates i have seen for sale and free? anyway, please proceed

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see screenshot. your knowledge of Notion might need some updating because things you describe dont always match. i did the gallery thing but dont see three cards

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this is what it did when i chose new database--basiclly nothing.

created it. minor point--doesnt matter that the table we made earlier has monday at the top--yet this one starts with sunday?

brilliant. thanks. proceed

1) ok, i feel the routine for pm windown needs something else--what else besides Double Cleanse, Exfoliating Serum, Hydrating Mask.--- maybe a PM moisturizer or something?

2) what is the Today's energy all about--is that supposed to be a text box underneath? if so, should we do that thing we did for the home page (wth the lightbulb ad grey box)

3) the journal--also some kind of text box? or what? or do they know just to type stuff. maybe we shoudl tell them what they are supposed to do here?

done

Show thinking

Perfect. We have now fully structured two out of the four archetypes. The "Pop Princess" page is complete.

Next, we will build the third archetype, which has a different focus: "The Island Icon." This layout is all about discipline and tracking consistency with a clean, luxurious feel. We will build a different kind of table for this.

Building the "Island Icon" Page

Step 1: In your left sidebar, click on your  **The Island Icon** page to open it.

Step 2: The most important part of this archetype is the "Daily Non-Negotiables" checklist. We will create this first at the top of the page.

- On the first line, type `/h3` and press **Enter**. In the heading, type  **Daily Non-Negotiables**.
- On the line below, use the `[]` shortcut to create a checkbox. Type ****SPF 50+ Applied & Reapplied:*** No excuses. This is the #1 job.** (Using ****** on either side makes the text bold).
- Press **Enter** and create the next two checkboxes:
 - ****2 Liters of Water Intake:** Hydration starts from the inside.**
 - ****Gentle PM Cleanse:** Remove the day, respect the skin barrier.**

Step 3: Now, on the empty line below your checklist, create another heading (`/h3`) and title it **The Weekly Consistency Log**.

Step 4: Below that heading, create a new table (`/table`). This table will have **8 columns** and **7 rows**.

Step 5: Name the columns:

- **Product Type**
- **Monday**
- **Tuesday**
- **Wednesday**
- **Thursday**
- **Friday**
- **Saturday**
- **Sunday**

Step 6: Name the rows with the following product types:

- AM Cleanse
- AM Serum
- AM Moisturizer
- AM SPF
- PM Cleanse
- PM Treatment
- PM Moisturizer

This structure allows the user to quickly log whether they used the correct *type* of product each day, often just by putting a checkmark emoji (✓) in the box. It's designed for speed and consistency.

Let me know when this page is built.