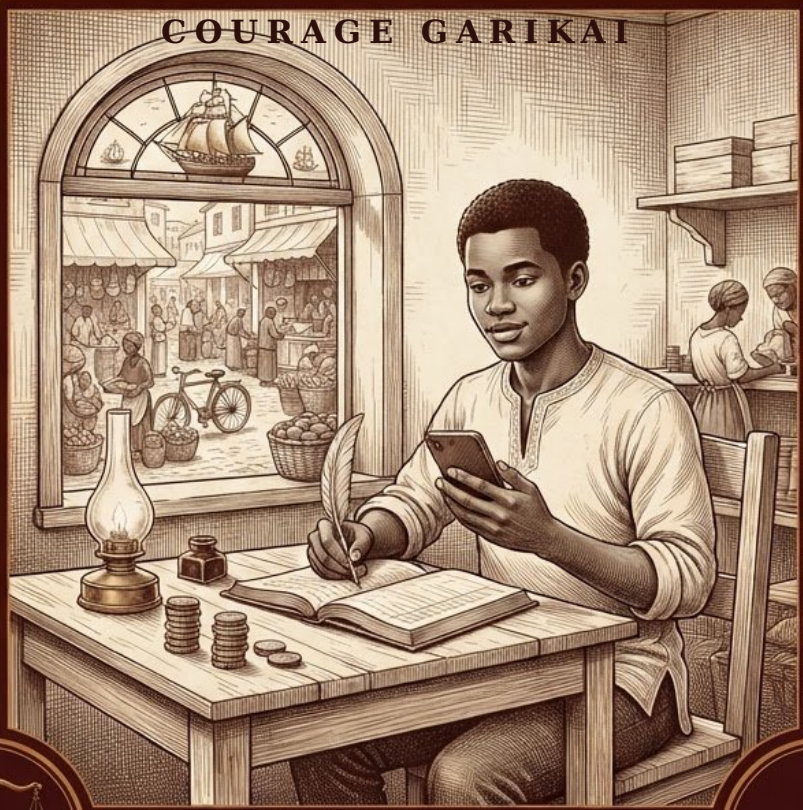
THE PRACTICAL COMPANION TO THE LEAPFROG THESIS

# The Leapfrog Playbook

12 Proven Business Models You Can Start, Run, and Scale from Your Phone
— with exact steps, scripts, and daily actions

COURAGE GARIKAI



# The Leapfrog Playbook

by Courage Garikai

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This is not a book about ideas.

It is a book about Monday morning.

About what you do when the alarm goes off, when the phone starts ringing, when the customer complains, when the supplier doesn't show up, when the money doesn't come in as fast as you hoped, and when you have to choose between showing up today and quitting.

The ideas were in The Leapfrog Thesis.

**This is the doing.**

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For the person who finished The Leapfrog Thesis and said: "Okay. But what do I actually do on Monday morning?"

This is what you do on Monday morning. And Tuesday. And every day after that, until your business is real, profitable, and growing.

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## How to Use This Book

This is not a book you read once and put on a shelf. It is a workshop manual.

Every chapter in this book contains:

- **A business model** that real Africans are already running profitably with a smartphone, internet, AI tools, and effort
- **Startup costs** — exactly how much capital you need to begin (most under $50; many under $10)
- **Required tools** — the specific apps, accounts, and equipment
- **Step-by-step setup instructions** you can follow today
- **Day-one scripts and templates** — actual messages, posts, and offers you can copy, adapt, and use
- **Pricing formulas** — how to calculate your prices so you actually profit
- **AI prompts you can paste** — exact prompts for ChatGPT, Claude, or Gemini to do your marketing, bookkeeping, and customer service
- **Daily/weekly operating rhythm** — exactly what to do each day to grow

- **First 30-day action plan** — specific week-by-week milestones
- **Common mistakes and how to avoid them**
- **Scaling path** — how to go from side income to full-time to employer
- **A worksheet** to complete before moving on

Every model in this book passes four tests: 1. **You can start it with a smartphone** (laptop is a bonus, not required) 2. **Startup capital under $100** (most under $50; several under $10) 3. **You can be making money within 30 days** if you execute 4. **It scales** — there is a visible path from solo operator to employer

Pick one model. Do not try to start three. Start with the one that best matches your current skills, network, and capital. Execute it for 90 days using the daily rhythm described. Then, and only then, decide whether to double down, pivot, or add a second income stream.

Let's go to work.

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# SECTION 1: FOUNDATION

# Your Operating System

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# Chapter 1: Setting Up Your Digital Command Center (The First 48 Hours)

Before you sell anything, you must set up your tools. This takes two days. Not two weeks. Two days. Do this before you pick a business model. Every model in this book requires this setup.

## What You Need (Hardware)