

CASSIA & CO.

Prepared for Chief Executive Cassia



This book explains your company — what it is, how it works, what your job is as Chief Executive, and how you could turn what you already do into something bigger. Read it, keep it, and come back to it every time you take on new work.

Written for Cassia, Founder & Chief Executive of Cassia & Co.

1 What Has Been Built

You now run a real company called **Cassia & Co.** — a website where people can see what you offer, book you for a job, and watch how you're doing.

Right now you offer **3 services**, and there's a real **Ledger** tracking every dollar you earn toward your **\$1,000 goal by the end of summer**.

Service 1 — Fridge & Nutrition Management

Cleaning out the fridge, checking every date for expired food, tracking probiotic intake, keeping unhealthy food out, and handling the grocery shopping list.

Service 2 — Concierge Service

Ironing dress shirts and handling requests on a turnaround you agree to.

Service 3 — Family Banker

The financial admin side of running a household. This one's still being defined — you and Dad build out exactly what it covers as you go.

Fun fact: every finished job can turn into **two** things — a paycheck logged in your Ledger, AND a review on your Reviews page. Both matter. A good review is worth almost as much as the paycheck.

2 How It All Works

You don't need to know how to code to be the Chief Executive — but every good executive understands roughly how her company runs. Here's the simple version:

Part	What it really is	What it does
The Website	Your storefront	Where people see your service menu and request a booking.
The Ledger	Your bank statement	Tracks every dollar you've earned, and how close you are to \$1,000.
The Reviews Page	Your reputation	What people say once a job is actually finished.
The Host (Vercel)	The power company	Keeps your company turned ON and available to anyone, anywhere, 24 hours a day.

Think of it like a real small business: the **website** is the storefront, the **Ledger** is the accounting book, the **Reviews page** is your word-of-mouth, and **Vercel** is the electric company making sure the lights never go out.

3 Your Job: Chief Executive

As the Chief Executive, YOU decide what you offer and who you work for. Here's how a job actually happens, start to finish:

1. **Someone requests a service.** Through the Book page, or just by asking you directly.
2. **You agree on what and when.** Be clear before you start — it avoids confusion later.
3. **You do the work.** On time, and done the way you said you'd do it.
4. **It gets logged.** The paycheck goes in the Ledger, and you ask for a review.

You are the Chief Executive. That means you decide what services you offer, what's fair to charge, and who you work for. Nobody assigns you customers — you build that.

Things a good Chief Executive does

- Shows up on time, every time.
- Does the job the way she said she would — no shortcuts.
- Tracks her own numbers instead of guessing.
- Asks for the review. It doesn't show up on its own.
- Isn't afraid to raise her rate once she's proven herself.

4 Telling Friends & Family

A company with no customers isn't much of a company. Here's how to get people to book you (with a grown-up's help sending links):

Your elevator pitch

"I run a company called **Cassia & Co.** I manage the fridge, handle concierge work like ironing, and I'm building out a family banker service. You can see my menu, book me, and read my reviews right on my website."

Easy ways to spread the word

- **Send the link** in a family group chat: "This is my company — book me!"
- **Be specific** about what you offer — "I manage fridges" is more bookable than "I help out."
- **Ask for the review** every single time a job is done.
- **Update people** when you hit a milestone — "Halfway to my \$1,000 goal!" is exciting news.

TRY IT: Write your own 1-sentence pitch

5 Domain Name Ideas

Right now your site lives at **cassia-and-co.vercel.app** — a free address. One day, when you're ready, a grown-up can buy you a real ".com" address (like a real sign above a real office door). Here are some name ideas to think about:

cassiaandco.com

cassiaexecutive.com

thecassigroup.com

cassiasledger.com

cassiaservices.co

bookcassia.com

cassiaco.io

thecassiaoffice.com

Tip: shorter is usually better, and it should be easy to say out loud AND easy to spell if a friend hears it. A grown-up will need to check which of these are actually available to buy.

TRY IT: Circle your top 3 favorites above, then rank them here

1st choice: _____ 2nd choice:

3rd choice: _____

6 💰 Money Quests — Level Up Cassia & Co.

You're already doing something most people don't do until they're grown up — running a real business with real customers. Below are **5 real ways** to grow it further. Read each "Quest Card," then fill out the worksheet with what YOU think.

Quest 1: The Rate Card 📇

DIFFICULTY: EASY · NEEDS A GROWN-UP SIGN-OFF

What it is: Set a real, clear price for each service — so nobody (including you) has to guess what a job costs.

👍 Good things

Makes booking you faster and removes all the "what do I pay you?" awkwardness.

😬 Tricky things

Prices affect the whole family, so this one gets agreed on together first.

WORKSHEET

What would I charge for Fridge & Nutrition Management? \$ _____

What would I charge for Concierge Service? \$ _____

My excitement level: ★ ★ ★ ★ ★ (circle your rating)

Quest 2: The Referral Quest 🤝

DIFFICULTY: MEDIUM · NEEDS A GROWN-UP TEAMMATE

What it is: Bring in your first customer from outside the family — a family friend, a neighbor, someone a grown-up trusts.

👍 Good things

Proves your business works for real, not just for family.

😬 Tricky things

A grown-up has to help make sure it's someone safe and reliable.

WORKSHEET

Who's the first person outside the family I'd ask?

My excitement level: ★★★★★ (circle your rating)

Quest 3: The Savings Sprint

DIFFICULTY: EASY · STARTS TODAY

What it is: Hit \$1,000 by the end of summer. Every paid job you log on the Ledger page moves the bar. No guessing — it's right there, live.

Good things

You can see your own progress any time, in real numbers.

Tricky things

Only works if the Ledger actually gets updated after every job.

WORKSHEET

How much do I need to earn per week to hit \$1,000 in time? \$ _____

My excitement level: ★ ★ ★ ★ ★ (circle your rating)

Quest 4: The Expansion Quest

DIFFICULTY: MEDIUM · YOUR CALL

What it is: Add a fourth service beyond Fridge Management, Concierge, and Family Banker — something else you're actually good at.

Good things

More services means more ways to earn toward your goal.

Tricky things

Only add something you can actually deliver well and on time.

WORKSHEET

What's a service I could add? _____

My excitement level: ★ ★ ★ ★ ★ (circle your rating)

Bonus Quest: Real Payments (SOMEDAY)

DIFFICULTY: HARD · NEEDS A GROWN-UP'S ACCOUNT

What it is: Take payments directly through the website with a tool called Stripe, instead of everything being logged by hand.

Good things

Makes it possible for anyone, anywhere, to pay you instantly.

Tricky things

Payment accounts require an adult, so this waits for a grown-up to set it up on your behalf.

WORKSHEET

My excitement level: ★ ★ ★ ★ ★ (circle your rating)

Final Boss: Pick Your First Quest

Quest	My rating (1–5 stars)	Would I try this first?
1. The Rate Card		
2. The Referral Quest		
3. The Savings Sprint		
4. The Expansion Quest		
5. Real Payments (someday)		

The quest I'm picking first is:

7 The Founding Agreement

This is the real deal — the part you both sign. It says what you're agreeing to do, and what your Managing Partner (Dad) is agreeing to do for you.

As Chief Executive, I agree to:

- Show up and do the job as promised, on the day I said I would.
- Keep the Ledger honest and up to date — every job, every dollar.
- Ask for a review after every finished job.

As Managing Partner, Dad agrees to:

- Keep Cassia & Co. live and running, for free, for as long as you're building it.
- Pay for completed jobs within a week of the work being finished.
- Help set up real payments (Stripe) once you're both ready for Quest 5.



Certificate of Executive-ship

This certifies that

CASSIA

is the Founder and Chief Executive of
Cassia & Co., and has full authority over which services are offered and
how the company is run.

Cassia, Chief Executive

Waziri, Managing Partner

Date