

● GUI WYPYSZYNSKI

FROM THE FRESH-START NINJA 🥷

You don't start **from** **zero.**

6 steps to earn from what you already know how to do — what worked (and what didn't) for me.



\$300 in tools

Thumbtack Top Pro 2025 ★★★★★

@guiwypy

From the fresh-start ninja — not a guru.

BEFORE WE START

The fresh-start ninja.

I'm not a business guru. I'm a regular guy, like you, who did what most people don't have the guts to do: I **started!**

I know how hard the first steps are. I've taken them many times, lived in many different places, and became the fresh-start ninja (in Portuguese, *Ninja do Recomeço*). The lesson: **starting over isn't starting from zero**. You bring what you know how to do.

I can help you get unstuck and do the same. Whether you're looking for work or starting your own business, I'll give you the push you're still missing. This e-book is the short version of the **Hands-On Method** (*Método Mão na Massa*). Read it with a pen in hand: every step has an exercise.

An honest deal: there are no promises of results or quick money here. Every case is different. And I don't give visa, immigration, or financial advice — for that, talk to a professional in the field.

MY STORY

In 1 minute.

● 2016 • Brisbane

A post looking for a room in a Brazilian community group became my first kitchen job.

● 2 months later

Resumes in hand around the city center. A “you’ll find this kitchen boring” turned into a referral to a new restaurant. I stayed 7 years.

● 1 year, 2 months in

Promoted to head chef when the previous chef left to open his own restaurant.

● The pandemic

Only the central kitchen stayed open. They kept me on, I solved problems in the chaos, and they offered me the executive chef role.

● Aug 2019 • Airtasker

Zero reviews. First jobs: a light bulb for \$30, a picture for \$35. It became my handyman business.

● Dec 31, 2024 • USA

I didn’t want to go back to the kitchen. I downloaded Thumbtack.

● Jan 1, 2025

First customer. \$300 in tools, a borrowed toolbox, \$40 an hour.

● Today

Up to \$200+ an hour, depending on the job. Thumbtack Top Pro 2025, 5 stars. And still afraid to raise my price.

THE METHOD

Hands-On in 6 steps.

All of it came from my story — the wins and the mistakes. Not everything may work the same way for you. The idea is to test and adjust.

- 01** Tell everyone what you do.
- 02** Use the proof you already have.
- 03** Start low on purpose.
- 04** Only take what you deliver well.
- 05** One customer at a time — and be the one who fixes it.
- 06** Raise your price with confidence.

Each step has the story and the principle, then an exercise with examples. Spotlights: how I started on Airtasker with zero reviews (Step 3) and the tool that pays for itself (Step 6).

01

STEP 1 OF 6

Tell everyone **what you do.**

In 2016 I landed in Brisbane, Australia, and posted in the “Brazilians in Brisbane” group looking for a room. The guy with the room was the head chef at a Brazilian steakhouse — and he offered me a job. The room didn’t work out. The job did: I started the next week.

Two months later, with my student visa capping me at 20 hours a week, I printed resumes and went door to door around the city center. The first head chef I met said I’d find his kitchen boring — and referred me to a new restaurant in the group. I started while the place was still under construction. I stayed 7 years.

THE PRINCIPLE

Opportunity comes through people, not luck. The more people know exactly what you do, the more doors open. And sometimes a “no” comes with a better referral.

STEP 1 · DO IT NOW

Tell everyone **what you do.**

Your one-liner. What you do and for whom, in one line:

"I _____ for _____."

EXAMPLE

"I assemble furniture for really busy people."



"I make home-cooked meal preps for people who work all day and don't have time to cook."



"I do move-out cleaning for people handing back a rental."

10 places where that line shows up this week:

EXAMPLE

My city's community group, my building's group chat, the neighborhood app, church, the gym, my Instagram, my WhatsApp status, Airtasker, the grocery store board, my soccer team.

5 people you'll tell and ask: "If you hear of anyone who needs this, would you refer me?"

EXAMPLE

The building manager, the coworker who just moved, my old boss, the neighbor in #12, the pastor at church.

NOTES

02

STEP 2 OF 6

Use the proof **you** **already have.**

When I downloaded Thumbtack in the United States, I had zero reviews there. But I didn't have zero experience.

I wrote a solid bio about my handyman business in Australia. I added screenshots of my Airtasker reviews and photos of jobs I'd already done. Customers didn't see an empty profile: they saw someone who had done this before, in another country.

THE PRINCIPLE

You don't start from zero — you start from your story.

Experience from another country, another app, a job, a side gig, your own home: it's all proof. The work is gathering it and showing it.

STEP 2 · DO IT NOW

Use the proof **you already have.**

Your proof inventory. Check what you already have:

- ☐ Photos of your work (before and after), paid or not
- ☐ Reviews or messages from customers
- ☐ Praise from a boss, coworker, or friend you helped
- ☐ Past experience, including at home (where, how long, what)

EXAMPLE

 Photos of 6 pieces of furniture I built for friends · a thank-you text from my neighbor · every piece of furniture in my home, assembled by me.

 Photos of the dishes from my sister's party · 5 years in restaurant kitchens back home.

Your bio in 4 lines. Use the formula: *I do [what] for [whom]. I have [experience]. [One piece of proof]. [How I work].*

EXAMPLE

 "I assemble furniture for really busy people. I've built all the furniture in my home and dozens of pieces for friends and family. Photos below. I bring my own tools, show up on time, and leave everything clean."

 "I do move-out cleaning for people handing back their apartment. I've done it for 8 friends, and all of them passed their inspection with no headaches."

NOTES

03

STEP 3 OF 6

Start low **on purpose.**

When I got to the US, I planned a consulting business for restaurants. It never got off the ground — largely because of my own insecurity.

Then, on December 31, 2024, I downloaded Thumbtack. On January 1, 2025, I had my first customer. I spent \$300 on a DeWalt impact driver and drill kit and a few hand tools. The toolbox was borrowed. And I started at \$40 an hour, on purpose: I needed reviews.

And it wasn't the first time: in 2019, in Australia, I started on Airtasker with zero reviews. I'll tell you about it right after the exercise.

THE PRINCIPLE

Starting small beats planning forever. A low price at the start can be a strategy — as long as you know why you're doing it and for how long.

STEP 3 · DO IT NOW

Start low **on purpose.**

The minimum to get started. What you already have, what you can borrow, and what you really need to buy:

EXAMPLE

Already have: a drill and a set of bits. Borrowing: my neighbor's ladder. Buying: just a level.



Already have: pots and a stove. Buying: 20 containers. Starting with 10 meals a week.

Your starting price: _____ **Changes when:**

EXAMPLE

\$35 an hour, to get my first 10 reviews. Changes when: I hit 10 reviews or on March 1, whichever comes first.

Your first ad goes up on: _____

Not "when everything's ready." A day on the calendar.

EXAMPLE

Monday the 2nd, in my city's community group.



Tonight, in my building's group chat.

NOTES

SPOTLIGHT · BRISBANE, 2019

Zero reviews. **Four small jobs.**

In August 2019 I created my Airtasker profile in Brisbane. **Zero reviews.** Nobody hires a stranger for a big job. So I went after the small, cheap ones.

Sun, Aug 18 **Fit light bulbs** **\$30**
Banyo

Sun, Aug 18 **Motorcycle basic service** **\$45**
Newmarket

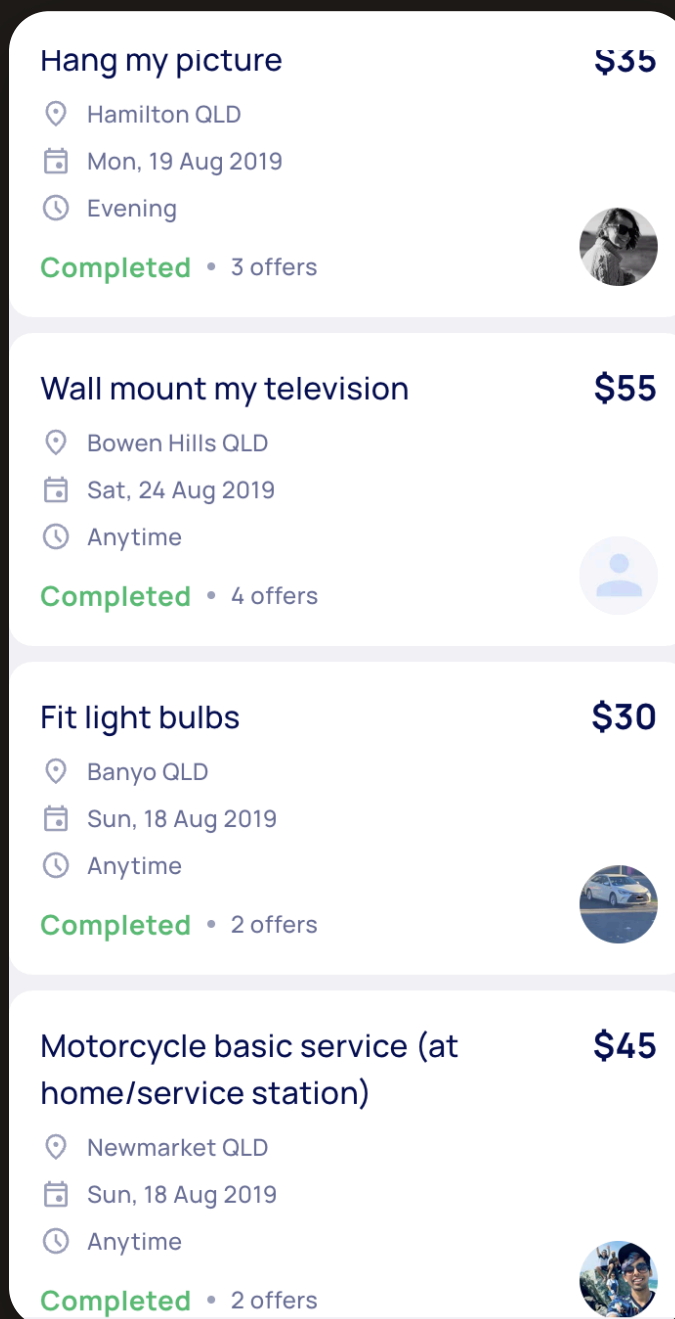
Mon, Aug 19 **Hang my picture** **\$35**
Hamilton

Sat, Aug 24 **Wall mount my television** **\$55**
Bowen Hills

My first 4 completed jobs. Amounts in Australian dollars.

It wasn't about the money. **It was about the review.** Every small job done well became a star on my profile.

@guiwypy



Real screenshot of my Airtasker

You Don't Start From Zero

SPOTLIGHT · MY BID

The message I sent **with every bid.**

Hi there,

The handiest of men here! I've got over 10+ years of experience in building, fixing, assembling and installing anything you can imagine.

I have all the tools and knowledge to complete your task neatly and efficiently.

I have my own ABN and insurance and can provide you with an invoice for any future work you may require outside of Airtasker.

I'm available to get it done this afternoon or tomorrow morning if it works for you.

My skills set range from small electronics to big cars and houses.

I can build custom made storage for your garage, fix the annoying leaky toilet that wakes you up at night, fully service your car that's been neglected for a while, assemble your new furniture and install your big screen neatly on the wall with no cables hanging around so you can enjoy your home knowing everything is taken care of. These are just some examples of what you can count on me for.

So far there hasn't been a task I couldn't complete with perfection. I take pride on my work and give my best to achieve your expectations as a customer.

To be transparent, my offer includes labour, 22% Airtasker fee plus any small consumables needed to complete the task.

If the task requires any parts or other goods I am happy to go shopping for you and bring you the receipt for reimbursement.

If you have any questions about how I could help with your task, please don't hesitate in contacting me.

I'm looking forward to hearing from you.

Kindest regards,
G. Walter

Exactly how I sent it. On the next page, there's something I need to tell you about it.

HONEST MOMENT

My “10+ years” weren’t paid.

In my bids I wrote that I had more than 10 years of experience. And I did. But look where it came from:



Assembling the furniture in **my own home**.



Maintaining **my own cars and motorcycles**.



All of it **self-taught, online**.



At most, a favor for friends and family.

Before Airtasker, I had done **one** paid job. One. For a friend of my wife’s mother — back when she was still my girlfriend.

THE PRINCIPLE

Experience doesn’t have to be paid. You already know more than you think. Just don’t make it up: say where it came from, without shame.

SPOTLIGHT · WHY IT WORKS

6 things this message **does well.**

1 Available right now

"I'm available to get it done this afternoon or tomorrow morning"

People who post on the app want it solved fast. You show you can solve it, with a day and time.

2 Speaks to the customer's pain

"the annoying leaky toilet that wakes you up at night" · "no cables hanging around"

Customers see themselves in the problem. That's much stronger than a list of services.

3 Shows why to trust you

"10+ years" · "own ABN and insurance" · "an invoice for any future work"

A business registration (an ABN, in Australia), insurance, and invoices show you're serious. The 10 years were true — but they weren't paid (previous page).

4 Transparent pricing

"my offer includes labour, 22% Airtasker fee plus any small consumables" · parts with "the receipt"

Nobody likes a surprise at the end. Explaining what's in the price avoids arguments and builds trust.

5 Only takes what he does well

"there hasn't been a task I couldn't complete with perfection"

That's Step 4, written into the bid. And it only works if it's true.

6 Closes with warmth

"please don't hesitate in contacting me" · "I'm looking forward to hearing from you"

Polite, no pressure. It leaves the door open for questions.

About working "off the app": every platform has its own rules. Read yours first.

SPOTLIGHT · WHERE IT ENDED UP

5.0 stars. 64 reviews. That's not how I started.

Today the profile shows a **5.0 rating** from **64 reviews** and **100% completion** across **72 jobs**. I built it little by little. It started with a \$30 light bulb change.

And those numbers are only the part you can see. The apps were just the starting point: they charge high fees. Good work turned into referrals, and pretty quickly most of my jobs came through referrals, off the apps. So those 72 jobs only count the beginning, not everything I've done.



THE PRINCIPLE

A full profile is a result, not a requirement. Nobody starts with 64 reviews. You start with the first one.

STEP 3 · DO IT NOW

Write your **bid message**.

Use the 6 blocks from my message. Write it in your customer's language and fill in the brackets:

Who you are Hi, [name]! I [what you do]. I have [your real experience — paid or not].

When I can do it [this afternoon / tomorrow morning / on Saturday].

The customer's pain I can [fix the problem that's bugging them] and [leave it the way they want].

Why trust you [Tools, insurance, registration, photos, reviews — only what's true].

Transparent pricing To be transparent: the price includes [labor, platform fee, small materials]. [Parts: I buy them and show you the receipt].

Close Any questions, just reach out. [Warm line]. [Your name]

Your version:

STEP 3 · EXAMPLES

The bid message, **filled in.**

EXAMPLE · FURNITURE ASSEMBLER

“Hi, Ana! I assemble furniture for really busy people. I’ve built all the furniture in my home and dozens of pieces for friends and family — I taught myself, and today I do it carefully and with pride.

I can assemble your wardrobe tomorrow at 9 a.m. or Saturday afternoon.

I know how annoying it is to have boxes all over the house for a week. I’ll assemble it, level it, anchor it to the wall, and take the cardboard away.

I bring all my tools, and I can send you photos of furniture I’ve built if you’d like to see them.

To be transparent: the price includes labor and the app fee. If a screw or bracket is missing, I’ll buy it and show you the receipt.

Any questions, just reach out. Happy to help! — Rafa”

OTHER EXAMPLES (ONLY THE BLOCKS THAT CHANGE)

 **Cook:** “I’ve been cooking for 5 years — the first 3 just for family and friends’ parties. I deliver the week’s meals on Sunday afternoon, so you don’t have to think about dinner.”

 **Cleaning:** “I’ve done move-out cleaning for 8 friends. I can come Thursday morning, before your inspection. The price includes supplies; if you need something special, I’ll buy it and show you the receipt.”

The examples are made up to inspire you. The stories in this e-book are mine.

04

STEP 4 OF 6

Only take what **you deliver well.**

From the start, I've studied every job in detail before sending a quote. And I only bid on what I'm sure I can deliver with excellence.

My only 4-star review came when I forgot that. It was a job with a tight time window, before the customer's event. I brought Barbara, my wife, to help me, but it was heavy work and I needed a different kind of helper. I was slower and ran past the deadline. Lesson: **bring the right helper and respect the customer's time limit.**

THE PRINCIPLE

A bad review costs more than a job you turn down. Saying "I'm not taking this one" is professional too.

STEP 4 · DO IT NOW

Only take what **you deliver well.**

Your checklist before accepting a job:

- ☐ I understand exactly what the customer wants (I asked for photos, measurements, details)
- ☐ I've done this before, or I'm sure I know how
- ☐ I have the right tools and materials
- ☐ If I need a helper, it's the right person for this kind of work
- ☐ Is there a deadline or time limit? I can meet it with room to spare
- ☐ I have a plan B if something goes wrong

Now run your last 3 requests through this checklist. Is there one you shouldn't have taken?

EXAMPLE

🔧 3-door wardrobe, due today at 6 p.m.: ✓ asked for a photo of the model ✓ built the same one before ✓ have the tools ✗ it's heavy and I need a helper → I only accept if my friend can come.

🍲 Party for 80 people on Saturday: I've never cooked for more than 30 → turned it down and referred a colleague.

🧹 Post-construction cleanup: I don't have the right equipment → passed, for now.

NOTES

05

STEP 5 OF 6

One customer at a time — and be the one who fixes it.

At the start, I booked one job a day. Just one, so I could give it my full attention. Clear communication, a good presentation, showing up on time, going beyond what we agreed, talking with the homeowner. And speaking the local language makes a huge difference.

That comes from the kitchen. I was promoted to head chef 1 year and 2 months in. During the pandemic, only the group's central kitchen stayed open. They kept me on, I always stepped up to solve problems in the middle of the chaos — and they offered me the executive chef role, created right then.

THE PRINCIPLE

Customers remember who solved their problem.

Excellence isn't just technique: it's giving a heads-up, showing up on time, leaving it clean, explaining what you did.

STEP 5 · DO IT NOW

One customer at a time — and be the one who fixes it.

Your service standard. Write down what you do at each moment:

First message (I reply within...)

Before the day (I confirm...)

Arrival (time, presentation)

The “extra” the customer doesn’t expect

Wrap-up (I explain, ask for a review)

EXAMPLE

 I reply within 1 hour · I confirm the day before, with a photo of the furniture · I arrive 5 minutes early, in uniform · I haul the cardboard boxes away · I send a photo of the finished piece and ask for a review.

 Before I leave, I send a photo of each finished room.

Local language, from 1 to 5: _____ List 10 phrases you use on every job and practice until they come out naturally.

EXAMPLE

 3 out of 5. “I’ll be there between 9 and 9:30.” · “Where would you like it?” · “All done — can I show you?”

NOTES

06

STEP 6 OF 6

Raise your price **with confidence.**

I started at \$40 an hour. Today I charge up to \$200+ an hour, depending on the job — a pergola, for example, goes over \$200 an hour. I was a Thumbtack Top Pro in 2025, with 5 stars.

And I'll be honest: my biggest fear is still raising my price and losing work. I haven't solved that. I just try not to let the fear decide for me.

THE PRINCIPLE

The starting price was a strategy, not an identity. With reviews, proof, and good service, your price needs to keep up. And complex jobs can have a different rate.

STEP 6 · DO IT NOW

Raise your price **with confidence.**

Signs it's time. Check what's already true:

- ☐ I have good, consistent reviews
- ☐ My schedule is full or almost full
- ☐ Customers accept my quote without negotiating
- ☐ I do jobs that few people in my area do

New price: _____ **Starting on:** _____

EXAMPLE

🔧 \$50 an hour, starting February 1, for new customers only.

🍲 Meal preps go from \$12 to \$14 next month; current customers keep the old price until the end of the month.

My fear: "If I raise my price, I'm afraid _____"

What I'll do if it happens:

EXAMPLE

🔧 Afraid of an empty schedule. Plan: if I have fewer than 3 jobs in 3 weeks, I'll message past customers offering a slot the following week.

NOTES

BONUS PRINCIPLE · STEP 6

The tool **that pays for itself.**

When a job came up that needed a tool I didn't have, I didn't turn it down right away. I looked up the price of the tool.

If the job paid for the tool, or came close, I took the job, bought the tool, and kept it for the next ones.

Specialized tools usually bring better jobs and make the work faster. It's not an expense: **it's an investment in your work.**

THE PRINCIPLE

If the job pays for the tool, the tool is free. And every new tool opens the door to a kind of job you used to turn down.

STEP 6 · DO IT NOW

The tool that pays for itself.

List the jobs you turned down (or would turn down) because you didn't have the tool. Compare the tool's price with the job's value and decide:

Job I turned down	Tool I was missing	Tool price	Job value	Take it?

EXAMPLE ·  FURNITURE ASSEMBLER

Job I turned down	Tool I was missing	Tool price	Job value	Take it?
Shelves on a concrete wall	Hammer drill	\$120	\$150	✓ Take it: the job pays for the tool
Baseboards in the whole living room	Miter saw	\$250	\$180	≈ Close: take it if there's a similar job in sight
Pressure-wash the driveway	Pressure washer	\$300	\$90	✗ Not for now

 Cake for a 100-person party · large stand mixer \$350 · \$280 order · ≈ close, and I turn down a big order every month → I buy it.

Key question: will this tool work again? If it will, it'll likely pay for itself more than once.

NOTES

NO MAKEUP

What didn't work.

I'd rather show you my mistakes than pretend I got everything right.

I over-planned and never started.

The restaurant consulting business never got off the ground, largely because of my own insecurity. What worked was starting small, with what I had.

I took a job without the right helper.

Heavy work, with a hard stop before the customer's event. I ran past the deadline. Result: my only 4-star review.

I'm still afraid to raise my price.

Even while charging far more than at the start. I haven't gotten over it — I've just learned not to let the fear decide alone.

BONUS

What I'd do differently today.

If I started over tomorrow, I'd do two things from day one.

1 Bring someone along to film and take photos.

A friend, or an inexpensive helper. Not just to help with the job: to document the work. That becomes social proof later.

In practice: on every job, 1 before photo, 1 during, 1 after, and a 15-second video. Ask the customer's permission first.

EXAMPLE



A friend comes along on Saturday in exchange for lunch and a few bucks, and films the wardrobe assembly. It becomes a before-and-after Reel.

2 Create profiles outside the app from day one.

Google Business Profile, Yelp, Nextdoor, and others. And collect reviews there too, not just on the app. The app can change its rules or get more expensive; your reputation on Google stays yours.

In practice: after each job, ask for a review on the app and also send your Google link. On Yelp, don't ask for reviews: their rules don't allow it. Just keep your profile complete.

EXAMPLE



"Thank you for trusting me! If you were happy, please leave a review here on the app and, if you can, on Google too: [link]. It really helps someone who's just starting out."

YOUR PLAN

The next 7 days.

One action a day. If it doesn't have a date, it's not in the plan.

Day 1 Write your one-liner: what you do and for whom. __/__/__

Day 2 Gather your 5 best pieces of proof (photos, reviews, experience). __/__/__

Day 3 Write your 4-line bio. __/__/__

Day 4 Set up your profile and write your bid message. __/__/__

Day 5 Tell 5 people and post in 3 groups in your city. __/__/__

Day 6 Set your starting price and when it changes. __/__/__

Day 7 Write your service standard and your checklist. __/__/__

NEXT STEP

Want to build your plan **with me?**

In 1:1 mentoring, I look at your situation and we find the step that's holding you back right now.

- ✓ A 90-minute call, just you and me, Monday through Friday
- ✓ You leave with your bid message ready and your action plan in writing, with dates
- ✓ I'll help you invest wisely in your start: every cent first goes to what brings results (tools, profile, ads)
- ✓ **US\$ 150** for the first 5 people, then US\$ 250 · Wise or PayPal

Message me on WhatsApp →

+1 (442) 245-4669

The message is pre-filled: "Hi Gui, I came from the e-book." Tell me what you know how to do and where you live, too.

No promise of results. I don't give visa, immigration, personal finance, or investment advice — deciding where to spend first when you start working is something else.

EXTRAS MENU

Need an **extra hand?**

Things I've always done for myself, and now do for you. All optional.



Flyer and business card

Design for both, ready to print.

US\$ 80



Simple website

One page with what you do, photos, and your WhatsApp.

US\$ 350



Service app profiles

Thumbtack, Airtasker, Angi, Yelp, and Google Business Profile: bio, photos, and services.

US\$ 60 per app · US\$ 180 for up to 5



Professional Instagram

Bio, highlights, and your first 6 posts.

US\$ 180



Price list and quote template

You set your prices; I make them clear and professional.

US\$ 60



Message kit

Bid, follow-up, and review request, within each app's rules.

US\$ 50



Tool list

The starter kit I'd buy.
Affiliate links: I may earn a commission, at no extra cost to you.

Free



Menu or kitchen plan

For cooks: a lean menu or kitchen organization.

from US\$ 120



30-day follow-up

Questions on business days (reply within 1 business day) and a weekly check-in.

US\$ 150

Launch prices, in US dollars. Extras are optional. Payment via Wise or PayPal. WhatsApp: +1 (442) 245-4669