

C.H.A. LLC x TEA TIME NETWORK PRESENTS

THE EDGE

by CJ H. Adisa

Sharp insights on content creation, AI tools, and transformation strategies for creators and entrepreneurs building authentic authority.

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Sip Slow. Love Loud. Live Free.

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FROM THE DESK

The Five Rungs That Change Everything

"Most creators stall not because they lack talent, but because they keep trying to skip a rung."

I have been watching creators for a long time now — inside the Tea Time Network community, through the work we do at C.H.A. LLC, and in the broader creator economy. And the single most consistent pattern I see in creators who plateau is not a lack of content. It is not even a lack of strategy. It is a missing rung.

They jumped from posting content to expecting paid clients without ever building the five-stage trust bridge that converts a casual listener into someone who hands you money. That bridge — the Authority Ladder — is what this issue is built around.

Alongside the Ladder, this issue carries something new: the first installment of the Tea Time Network's **Proprietary Affirmation Series** — seven daily affirmations built on our M.E.A. Wisdom Framework, designed specifically for mid-career creators and entrepreneurs who are rebuilding their identity while building their brand.

We also spotlight Descript — one of the most powerful audio and video editing tools available right now for podcast creators — and deliver the Cold Open Formula that the Tea Time Network uses to open every single episode.

Three issues in. The Edge is just getting sharper.

— CJ H. Adisa, Founder, C.H.A. LLC & Tea Time Network

THE SHARP TAKE • ISSUE 03

The Authority Ladder: Five Stages from Listener to Client

Most content advice treats audience growth as a linear process: post more, grow faster, monetize. But the actual psychology of how a stranger becomes a paying client is not linear at all. It is a ladder — and every rung has to be earned in sequence.

Skip a rung and you wonder why your calls to action land flat. Climb them in order and you will find that selling stops feeling like selling entirely.

RUNG 1 AWARENESS

They know you exist. One piece of content reached them. They have not decided anything yet. Your only job at this stage: be worth remembering. Hook, clarity, and a distinct voice are your tools here.

RUNG 2 RECOGNITION

They have seen you more than once and something is clicking. They are beginning to associate your name with a specific idea or feeling. This is where consistent POV and your content most start doing real work.

RUNG 3 TRUST

They believe you know what you are talking about. This is not the same as liking you. Trust is earned through specificity — real stories, honest admissions, frameworks that actually work when applied. Depth converts browsers to believers at this rung.

RUNG 4 AFFINITY

They feel that you understand *them* — not just your subject. This is the emotional rung. You get here through resonance: naming the exact frustration they could not articulate, validating the experience they thought was theirs alone, and being consistently human in your delivery.

RUNG 5 INVESTMENT

They are ready to pay — not because you made a great offer, but because the previous four rungs have already answered every objection they had. At this stage, your call to action is not a pitch. It is a natural next step they were already looking for.

THE EDGE PRINCIPLE #3

You cannot sell from Rung 2 to someone who is still on Rung 1. Audit your content mix: are you creating for every rung, or only for the one that feels comfortable?

TOOL SPOTLIGHT

Descript — Edit Audio and Video Like a Google Doc

If you produce a podcast and you are still editing audio the traditional way — scrubbing waveforms, cutting clips manually, hunting for filler words one by one — you are spending hours on work that can now be done in minutes. Descript changed the game for audio and video editing, and it is one of the few tools in this space that genuinely delivers on its promise.

The core concept is simple and brilliant: Descript transcribes your recording and lets you **edit the audio by editing the text**. Delete a sentence from the transcript and the corresponding audio disappears. Move a paragraph and the audio moves with it. For podcast creators, this is a fundamental shift in how editing works.

What makes Descript worth your time:

- ◆ **Overdub** — AI-generated voice cloning that lets you fix a mispronounced word or dropped line by typing the correction — no re-recording required. Your voice, your correction, seamlessly inserted.
- ◆ **Filler Word Removal** — One click removes every "um," "uh," and "you know" from your entire recording. What used to take 45 minutes of careful scrubbing takes 10 seconds.
- ◆ **Studio Sound** — AI-powered audio enhancement that removes background noise, room echo, and mic bleed in a single toggle. No acoustic treatment required.
- ◆ **Multitrack Video Editing** — Full video editing through the same text-based interface — ideal for recording and publishing video podcast clips directly to social platforms.
- ◆ **Screen Recording + Webcam** — Built-in recording tools that capture your screen, webcam, or both simultaneously, making it a complete content production suite for creators who do tutorials and walkthroughs.

Descript offers a free tier, a Creator plan at \$24/month, and a Business plan at \$40/month. For podcast creators who publish regularly, the Creator tier pays for itself the first week you use it — the time saved on a single episode edit alone covers the cost.

"The best editing tool is the one that gets out of your way and lets you focus on what you actually said."

PRO TIP FROM THE VAULT

Use Descript's transcript export alongside NOVA's production workflow: transcribe your episode in Descript, export the cleaned transcript, then feed it into your content mine for the Sip & Scale Framework. Your show notes, short-form scripts, and pull quotes are already written — you just have to extract them.

THE TRANSFORMATION STORY

He Deleted 200 Posts, Kept 12, and Doubled His Income in 90 Days

Devon had spent three years building what most people would call a successful content presence. 212 posts. 22,000 followers. A consistent posting schedule he had never broken for more than a week. He was disciplined, prolific, and quietly miserable.

The problem was not the volume. It was the signal-to-noise ratio. Devon had built his following by covering everything loosely related to his industry — trending topics, hot takes, motivational content, tactical advice, personal stories, industry news. He was everywhere. He stood for nothing specific enough to sell.

"I had 22,000 followers and no one could tell you in one sentence what I actually did."

The audit was brutal. Devon went through every post he had ever published and asked a single question: *Does this post make someone more likely to hire me for the specific thing I am best at?* Of 212 posts, 12 passed. He archived the other 200 in a single afternoon.

Then he did something most creators will not do: he published nothing for three weeks. He used that time to build the foundation he had been skipping — a clear POV statement, a defined client profile, a content strategy built around the Authority Ladder rather than the algorithm.

When he returned, he published one post per week. Specific. Deep. Every post built on the one before it and pointed toward the same clear outcome for a clearly defined reader. Within 90 days, Devon had signed six new consulting clients — more than he had signed in the previous eighteen months combined. His follower count was lower. His income was double.

Devon's story is not about deleting content. It is about finally being willing to be specific — which is the thing most creators avoid because specificity feels like limitation. It is actually the opposite. Specificity is the shortcut to trust.

REFLECTION PROMPT — If a stranger scrolled your last 20 posts, could they tell you in one sentence what you do, who you serve, and why you are different from everyone else in your space? If not — that gap is the work.

TEA TIME NETWORK • PROPRIETARY STRATEGY

The Cold Open Formula: Own the Room in 90 Seconds

The first 90 seconds of any episode are the most important 90 seconds you will ever record. A listener who stays through the cold open will stay for the episode. A listener who leaves in the first 90 seconds will never hear your call to action, your best insight, or your offer.

The Tea Time Network Cold Open Formula is a proprietary 4-beat structure used in every episode we produce. It is not an intro jingle. It is not a host introduction. It is a **psychological contract** between you and your listener — established before they have decided to commit.

BEAT 1 — THE DISRUPTION

Your first sentence must interrupt the listener's existing mental state. Not with a question — questions are overused and easily ignored. With a statement that is either surprising, counterintuitive, or emotionally specific. The listener should think: *wait, what?* or *that's exactly how I feel*. Either reaction buys you the next beat.

Example: "Most podcasters are wasting the first minute of every episode — including me, until I figured out why."

BEAT 2 — THE PROMISE

Tell the listener exactly what they will walk away with. Not vaguely — specifically. The more concrete the promise, the more credible you sound before you have said anything to earn credibility. Specificity is the fastest form of trust-building in audio.

Example: "By the end of this episode you will have a 4-beat opening structure you can apply to your next recording this week."

BEAT 3 — THE STAKE

Why does this matter right now? What is the cost of not knowing this? The stake is what transforms a nice-to-know into a need-to-hear. You are not manufacturing urgency — you are articulating what is already true about the consequences of staying where your listener currently is.

Example: "If you do not fix your cold open, you are losing half your audience before they ever hear your best material."

BEAT 4 — THE ANCHOR

Connect this episode to who you are and what your show stands for. One sentence. This is where you say your show name, your name, or your single-sentence POV. The anchor reminds returning listeners why they are here and gives new listeners a reason to subscribe before the episode is over.

Example: "This is The Edge. I'm CJ H. Adisa. Let's get into it."

Write your next cold open using all four beats before you record. Time it out loud. It should land between 75 and 100 seconds. If it runs longer, cut Beat 3 first — the stake should be implied by the disruption, not belabored.

TEA TIME NETWORK • PROPRIETARY AFFIRMATION SERIES

The M.E.A. Wisdom Series: Seven Daily Affirmations for the Creator in Transition

The Tea Time Network's M.E.A. Wisdom Framework — **Mindset, Execution, Alignment** — was built for the mid-career creator: the professional in their 40s or 50s who is simultaneously rebuilding their identity, launching something new, and carrying the weight of everything they already know about how hard this is.

These seven affirmations are not feel-good phrases. They are precision tools — each one targeting a specific psychological barrier that keeps experienced creators from operating at their actual level. Read one each morning. Sit with it. Let it work.

M
MINDSET**E**
EXECUTION**A**
ALIGNMENT**1** I am not starting over. I am starting from experience.*Your history is not a handicap. It is your competitive advantage.*

— CJ H Adisa

2 My pace is not failure. It is precision.*Slow movement in the right direction outperforms fast movement in the wrong one.*

— CJ H Adisa

3 I do not need permission to be the expert I have already become.*The credential you are waiting for is the one you already earned.*

— CJ H Adisa

4 Every piece I publish is a brick, not a performance.*You are building something permanent. One brick does not have to be beautiful.*

— CJ H Adisa

5

I release the version of success that was never mine to begin with.

Borrowed definitions of success produce borrowed lives.

— CJ H Adisa

6

My consistency is quiet proof that I am serious about this.

The work you do when no one is watching is the work that compounds.

— CJ H Adisa

7

I am allowed to be both in process and worth following.

You do not need to be finished to be valuable. You just need to be honest.

— CJ H Adisa

These affirmations are proprietary to the Tea Time Network M.E.A. Wisdom Framework. © 2026 C.H.A. LLC. All rights reserved.

THE C.H.A. STORE

All Products • Scan to Access

Every product below is built, shipping, and used by the same creators who read The Edge. Scan the QR code next to each for one-tap access. All products are live now.

Freedom Era Audit

\$150

One-on-one business strategy intensive: where is the bottleneck and what do you build next.



freedomaudit.youcanbook.me

Ops Fixer Consultation

\$497

Full operational diagnostic for creator businesses ready to scale but stuck on systems.



cjhada.com/ops-fixer

BrandPulse

\$47

Brand voice and positioning audit — what your audience hears vs what you think you are saying.



getbrandpulse.vercel.app

Clarity Engine

\$37

A 30-minute clarity intensive for the creator with too many ideas and not enough direction.



getclarityengine.vercel.app

Burned-Out Reset

\$67

A structured 7-day reset protocol for the creator running on fumes.



getburnoutreset.vercel.app

Flagged

\$4.99

The relationship clarity tool — identify red flags before they become patterns.



getflagged.vercel.app

Couples Clarity

\$97

A communication pattern course for couples ready to stop having the same argument.



getcouplesclarity.vercel.app

First-Gen Table

\$17/mo

Monthly execution circle for first-generation creators and entrepreneurs.



getfirstgentable.vercel.app

Books by C.J.H. Adisa

Various

The full catalog of fiction and nonfiction titles under C.H.A. LLC.



cjhadisa.gumroad.com

BEFORE YOU GO

Specificity Is the Shortcut Everyone Is Avoiding

Three issues in and the theme that keeps surfacing is the same one: the creators who win are the ones willing to be specific. Specific in their POV. Specific in their audience. Specific in their promise. Specific in how they open an episode, how they build their moat, and what they are actually trying to change in the people they serve.

Specificity feels like risk because it seems to exclude people. In practice, it does the opposite — it makes the right people feel found. And a small audience that feels deeply found will always outperform a large audience that feels loosely addressed.

The Authority Ladder, the Cold Open Formula, the M.E.A. affirmations, Devon's story — all of it points here. Be specific. Be consistent. Be patient enough to let compounding do its work.

COMING IN ISSUE 04

- ◆ The Revenue Stack — how to architect multiple income streams from a single content brand without losing your focus
- ◆ Tea Time Network Strategy Drop: The Momentum Arc — a 7-part episode structure that builds emotional investment from open to close
- ◆ Tool Spotlight: Notion AI — how content creators are using it as a second brain for publishing operations
- ◆ Transformation Story: The creator who turned a personal health crisis into a 7-figure coaching brand
- ◆ M.E.A. Wisdom Series continues — seven new affirmations targeting fear of visibility and the imposter spiral

STAY CONNECTED

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"Sip Slow. Love Loud. Live Free."

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