

C.H.A. LLC × 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.

THIS ISSUE

The Revenue Stack: Five Layers Every Creator Business Needs

03

FROM THE DESK

Why most creator income is one algorithm change away from zero

04

THE SHARP TAKE

The Revenue Stack — five layers every creator business needs to build

05

TOOL OF THE ISSUE

Notion AI — turning your second brain into a content operation

06

BEHIND THE BUILD

What's shipping at C.H.A. LLC — NOVA publishing pipeline, BookEditor Sprint C, 30 actions live

07

THE TRANSFORMATION STORY

He had the audience. He had the offers. He had no system. The composite story of a creator who built the stack in the right order

08

TEA TIME STRATEGY DROP

The Tea Time Productivity Algorithm™ — the creator's daily operating system

09

M.E.A. WISDOM SERIES VOL. 4

Seven affirmations for the creator learning to value their time

10

THE EDGE GLOSSARY

All frameworks from Issues 1-4 — your running reference

11

THE C.H.A. STORE

All flagship products — scan QR codes for one-tap access

12

BEFORE YOU GO

Coming in Issue 05, plus Edge Principle #4

FROM THE DESK

Stack Your Revenue. Guard Your Time. Own Your Life.

"You cannot build multiple income streams on a single point of failure — and that failure is always time."

By the time most creators start thinking about multiple income streams, they are already overwhelmed. They have one stream that is barely working, a content calendar that is consuming them, and a vague plan to "add more later" when things settle down. Things never settle down. You have to build the stack deliberately or you will keep rebuilding the same single stream with a different name.

This issue is about the architecture of income — and the architecture of time that makes it possible. You cannot run a revenue stack if your time is leaking. The Tea Time Productivity Algorithm in this issue is the operating system that makes everything else in The Edge work.

We also continue the M.E.A. Wisdom Affirmation Series with seven new affirmations targeting the two things that quietly kill creator momentum: the fear of being seen and the imposter spiral that makes you rewrite instead of publish. Plus the Momentum Arc framework, a Notion AI spotlight, and a transformation story that will reframe what you think is possible after a health crisis.

This is issue four. We are just getting started.

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

THE SHARP TAKE • ISSUE 04

The Revenue Stack: Multiple Income Streams Without Losing Your Focus

"Multiple income streams" has become one of the most misunderstood phrases in the creator economy. Most people interpret it as: do more things. Launch a course. Start a coaching program. Sell merch. License content. Write a book. All at once. This is not a revenue stack. It is a burnout schedule with branding.

A real revenue stack is **architected, not accumulated**. Each stream is deliberately connected to the one before it, designed to serve the same audience at a different price point and depth of engagement. The stack grows your income without multiplying your workload — because each stream feeds the next.

The C.H.A. LLC Revenue Stack Model:

LAYER 1 — THE MAGNET

Free content that attracts your ideal audience. Podcast episodes, newsletters, social posts. This is not a loss leader — it is the foundation of trust. Every paying client in your stack passed through this layer first.

LAYER 2 — THE ENTRY POINT

A low-friction paid product between \$27 and \$97. A workbook, a diagnostic, a short course. It converts believers into buyers and proves to them — and to you — that they will pay for your work.

LAYER 3 — THE CORE OFFER

Your primary product: the course, the program, the coaching package, the done-for-you service. This is where the significant revenue lives. It is priced between \$297 and \$2,000 and solves the main problem your audience hired you to solve.

LAYER 4 — THE ASCENSION

A premium or VIP tier for clients who want more access, more speed, or more personalization. Mastermind, retainer, 1-on-1 consulting. This layer should serve no more than 5-10% of your audience and generate 30-50% of your revenue.

LAYER 5 — THE PASSIVE LEVER

Products that sell without your direct involvement: books, digital downloads, licensing, affiliate arrangements with tools you already use and recommend. This layer is built last, fueled by the credibility the first four layers created.

THE EDGE PRINCIPLE #4

Build one layer completely before adding the next. A stack with shaky foundations is not a stack — it is a pile.

TEA TIME NETWORK • PRODUCTIVITY SERIES

Time-Management Hacks: Tea Time Network Edition

You cannot run a revenue stack, produce consistent content, and grow a brand on borrowed time. Every creator who scales eventually confronts the same bottleneck — not money, not ideas, not audience. Time. Here are three field-tested hacks the Tea Time Network community uses to reclaim it.

1

Prioritize: Focus on the BIG WIN *

- Ask: What is the 1 key task that moves me forward today?
- Set this as your main mission before you open anything else.
- Spend the first 90 minutes of your day here — no exceptions.

TEA TIME NETWORK • TIME MANAGEMENT SERIES

2

Eliminate: Cut the Time Leeches

- Stop reacting to every notification — reflect before you respond.
- Notice and name what is pulling your attention off your work.
- Guard your prime hours from tasks that produce zero results.

TEA TIME NETWORK • TIME MANAGEMENT SERIES

3

Remove the Distractions !

- Infinite scrolling is a designed addiction — schedule it or delete it.
- Chronic email-checking kills deep work. Batch it to twice a day.
- Mindless snacking on content is not research. Protect your output time.

TEA TIME NETWORK • TIME MANAGEMENT SERIES

4

Time Block: Make Room for Results @

- Ask: When will I focus on my main mission today — and block it now.
- Create non-negotiable blocks on your calendar for deep work.
- Treat each block as an unbreakable appointment with your future.

TEA TIME NETWORK • TIME MANAGEMENT SERIES

THE TEA TIME PRODUCTIVITY ALGORITHM™

1

PICK YOUR

BIG WIN — identify the one key task that moves everything forward

2

SHIELD YOUR

TIME — guard your prime hours fiercely and eliminate the leeches

3

USE TIME

BLOCKS — do your top work in protected, unbreakable focused sessions

Don't let time slip away. Command it. WIN with it.

TOOL SPOTLIGHT

Notion AI — The Second Brain Your Publishing Operation Needs

Every creator at scale eventually hits the same wall: they cannot remember what they said, what they planned, what they promised, or where they put the thing they need right now. Ideas live in voice memos. Content plans live in spreadsheets nobody updates. Research lives in seventeen browser tabs. The operation is running on memory instead of infrastructure.

Notion AI turns Notion — already one of the most flexible workspace tools on the market — into an intelligent publishing operations center. The AI layer is not a gimmick. For content creators who use it correctly, it becomes the connective tissue between every part of their operation.

How creators are using Notion AI right now:

- ◆ **Content Calendar with AI Suggestions** — Notion AI can analyze your existing content, identify gaps in your topic coverage, and suggest episode angles or post ideas that align with your established POV — without leaving your workspace.
- ◆ **Meeting and Episode Summary** — Paste a raw transcript or meeting notes and Notion AI extracts the key points, action items, and follow-up questions automatically. What used to take 30 minutes of post-session cleanup takes 90 seconds.
- ◆ **Research Synthesis** — Drop multiple documents, articles, or notes into a Notion page and ask the AI to synthesize them into a briefing, an outline, or a first-draft script. Your research becomes usable immediately.
- ◆ **Brand Voice Database** — Store your tone guidelines, recurring phrases, audience personas, and brand vocabulary in Notion. Reference it in every AI prompt to keep outputs consistent with your actual voice across all formats.
- ◆ **Repurposing Engine** — Feed a completed blog post or transcript into Notion AI and instruct it to reformat for LinkedIn, Twitter threads, newsletter excerpts, and short-form hooks — all tagged and stored in your content library.

Notion AI is available as an add-on to any Notion plan at \$10/month per member. For solo creators, the Plus plan at \$12/month plus the AI add-on gives you the full capability set. It integrates with the Sip & Scale workflow and NOVA production pipeline without friction.

"A second brain only works if you actually feed it. The discipline is not in the tool — it is in the habit of capturing before you forget."

PRO TIP FROM THE VAULT

Create one master Notion page called "The Signal Bank" — a running capture of every phrase, metaphor, audience response, and insight moment that lands in your content. Feed it after every episode, every comment section, every DM that makes you think. That bank is your moat. Mine it every time you sit down to create something new.

THE TRANSFORMATION STORY

She Turned a Health Crisis Into a 7-Figure Coaching Brand

In 2022 Renee was a mid-level HR director, a part-time fitness blogger with about 8,000 followers, and a person in the middle of a health crisis she had not yet told anyone about. A diagnosis — autoimmune, chronic, life-altering — arrived at the same time her company announced a round of layoffs that included her position.

Most people in Renee's position would have gone quiet. She went public. Not dramatically — not with a tearful announcement video. She simply started writing honestly about what it meant to rebuild your health, your career, and your identity at the same time. No performance. No silver lining forced onto something that was genuinely hard. Just honest accounting.

"I stopped trying to look like I had it together and started showing people how I was actually putting it back together. That was the shift."

Her audience tripled in six months — not because her content was more polished, but because it was more real. People in chronic illness communities, career transition communities, and women's wellness spaces found her and stayed. She was not in a niche. She was at the intersection of three of them, and her lived experience was the credential none of her competitors had.

Renee built her first coaching program — a 12-week rebuild framework for women navigating health crises alongside career transitions — eighteen months after her diagnosis. She launched it to a list of 4,200 subscribers. The program sold out in 72 hours. She has since run it six times, built a group membership program, published a book, and crossed seven figures in revenue.

What Renee understood — and what most creators are afraid to accept — is that your hardest story is not a liability. It is your most differentiated asset. The audience for honesty is always larger than the audience for highlight reels.

REFLECTION PROMPT — What experience have you been leaving out of your content because you thought it made you look less qualified? That experience is almost certainly the thing that makes you most qualified to help the people who need you most.

TEA TIME NETWORK • PROPRIETARY STRATEGY

The Momentum Arc: A 7-Part Episode Structure That Builds to a Decision

Most podcast episodes are built like essays: introduction, main points, conclusion. That structure is fine for information delivery. It is weak for transformation — and transformation is what converts listeners into clients, subscribers into community, and casual fans into people who tell their friends.

The Tea Time Network Momentum Arc is a proprietary 7-part episode structure designed to build emotional and intellectual momentum from the first word to the final call to action. Each part does specific psychological work. Together, they create the experience of an episode that feels inevitable — where the listener arrives at the conclusion feeling like they reached it themselves.

PART 1 COLD OPEN

The 4-beat disruption-promise-stake-anchor structure. (See Issue 03.) You have 90 seconds. Use the formula.

PART 2 THE MIRROR

Name the exact situation your listener is in right now. Not their goals — their current reality, including the frustration they have not admitted out loud. Make them feel seen before you teach.

PART 3 THE REFRAME

Offer a new way of seeing the problem. This is not the solution — it is the shift in perspective that makes the solution possible. The reframe is where your intellectual authority lands.

PART 4 THE EVIDENCE

Support the reframe with a story, data point, or case study that proves it in the real world. Not a theory — a demonstration. Credibility is built here.

PART 5 THE FRAMEWORK

Give them the structured path: your named process, your steps, your proprietary model. This is the part they screenshot and share. Name it. Own it. Repeat it.

PART 6 THE STAKES

Return to the cost of inaction. Not as manipulation — as honesty. What does staying where they are actually cost them? Specificity matters here more than anywhere else in the arc.

PART 7 THE INVITATION

Your call to action — framed as an invitation, not a sell. Tell them exactly what to do next and why it is the natural next step from everything they just heard.

TEA TIME NETWORK • M.E.A. WISDOM SERIES • VOLUME 2

Seven Affirmations for Visibility Fear and the Imposter Spiral

The two things that most reliably stop mid-career creators from operating at their actual level are not strategy failures. They are identity failures. The fear of being fully seen — and the voice that says you are not qualified enough to be seen at all. These seven affirmations are precision tools for dismantling both.

M
MINDSET

E
EXECUTION

A
ALIGNMENT

8 Being seen is not the risk. Staying hidden is.

Invisibility feels safe. It is actually the most expensive choice you make.

— CJ H Adisa

9 I do not need to be fearless. I need to publish anyway.

Courage is not the absence of fear. It is the decision that the work matters more.

— CJ H Adisa

10 The imposter feeling is proof I care — not proof I am wrong.

You only feel like an imposter in rooms worth being in.

— CJ H Adisa

11 I am not pretending to know things. I am sharing what I have learned.

Teaching what you know is not arrogance. Withholding it is.

— CJ H Adisa

12

My standard does not have to be perfection. It has to be honest.

An honest imperfect piece of work changes more lives than a perfect silent one.

— CJ H Adisa

13

The right audience will not disqualify me for my doubts.

The people who need you most are often the ones who share your exact fears.

— CJ H Adisa

14

I show up today because tomorrow's version of me needs this evidence.

Every time you publish despite the fear, you write a new story about who you are.

— CJ H Adisa

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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.

freedomaudit.youcanbook.me**Ops Fixer Consultation****\$497**

Full operational diagnostic for creator businesses.

cjhada.com/ops-fixer**BrandPulse****\$47**

Brand voice and positioning audit.

getbrandpulse.vercel.app**Clarity Engine****\$37**

Clarity intensive for the creator with too many ideas.

getclarityengine.vercel.app**Burned-Out Reset****\$67**

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

getburnoutreset.vercel.app**Flagged****\$4.99**

The relationship clarity tool.

getflagged.vercel.app

Couples Clarity**\$97**

Communication pattern course for couples.

getcouplesclarity.vercel.app**First-Gen Table****\$17/mo**

Monthly execution circle for first-generation creators.

getfirstgentable.vercel.app**Books by C.J.H. Adisa****Various**

The full catalog of titles under C.H.A. LLC.

cjhadisa.gumroad.com

BEFORE YOU GO

Command Your Time. Build Your Stack. Show Up Anyway.

Every framework in this issue points to a single truth: the creators who build lasting income do not do more — they do the right things in the right order with protected time. The Revenue Stack, the Productivity Algorithm, the Momentum Arc — none of it works if your time is hemorrhaging into distraction and your identity is still fighting you every time you try to publish.

Renee did not wait until she felt better to build. She built because building was part of how she got better. That is the model. Not hustle — intentional, structured, identity-first creation. One rung at a time. One block at a time. One honest piece of content at a time.

The Edge will be back next month with more. Until then — pick your Big Win. Shield your time. Show up anyway.

COMING IN ISSUE 05

- ◆ The Audience Ownership Playbook — why your social following is rented land and how to own your audience outright
- ◆ Tea Time Network Strategy Drop: The Signature Story Formula — how to turn your origin story into your most powerful sales asset
- ◆ Tool Spotlight: ConvertKit (now Kit) — the email platform built specifically for creators who are serious about monetization
- ◆ Transformation Story: The podcaster who went from zero to 100,000 downloads without ever going viral
- ◆ M.E.A. Wisdom Series Volume 3 — seven affirmations for the creator navigating financial pressure while building something new

STAY CONNECTED

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