

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.

VOLUME 05 • AUGUST 2026

Sip Slow. Love Loud. Live Free.

THIS ISSUE

Audience Ownership: Why Platform Rent Is Killing Creator Businesses

03

FROM THE DESK

The platform is not your business. Your list is.

04

THE SHARP TAKE

The Audience Ownership Playbook — four tiers of owned vs rented attention

05

TOOL OF THE ISSUE

Kit (formerly ConvertKit) — the email platform built for creators who want to own their audience

06

BEHIND THE BUILD

What's shipping at C.H.A. LLC — NOVA guest interview flow, BookEditor Sprint D, Colombia planning

07

THE TRANSFORMATION STORY

She had 90,000 Instagram followers and an email list of 214 people. Then Instagram changed the algorithm.

08

TEA TIME STRATEGY DROP

The Signature Story Formula — six parts to a story that converts

09

M.E.A. WISDOM SERIES VOL. 5

Seven affirmations for the creator dealing with financial pressure

10

THE EDGE GLOSSARY

All frameworks from Issues 1-5 — 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 06, plus Edge Principle #5

FROM THE DESK

Motivation Is a Liar. Action Is the Truth.

"You have been waiting to feel ready. The people winning right now stopped waiting and started moving."

Five issues in and I want to talk about the thing that derails more creators than bad strategy, wrong tools, or lack of talent combined: waiting to feel motivated before taking action.

The image that opens this issue captures it perfectly. You wait. And wait. The algorithm keeps moving without you. Motivation stays a mirage on the horizon — always almost there, never quite arriving. Meanwhile, the creators who are growing are not more motivated than you. They cracked a different sequence: **Action first. Momentum second. Motivation third.** Every time.

This issue is built around that sequence — plus the Audience Ownership Playbook, the Signature Story Formula, a ConvertKit spotlight, a transformation story about a podcaster who never went viral and still hit 100,000 downloads, and the third volume of M.E.A. affirmations for creators navigating financial pressure while building something real.

Stop waiting to feel motivated. That feeling follows the work — it does not precede it. Let's move.

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

TEA TIME NETWORK • MINDSET SERIES

Why Waiting to Feel Motivated Keeps You Stuck

The creator economy runs on a dangerous myth: that the people producing great content, building real audiences, and generating consistent income feel motivated when they sit down to work. They do not. Motivation is not the engine. It is the exhaust. It comes *after* the engine is already running.

Here is the sequence the myth gets backwards — and the sequence that actually produces results:

1

ACTION — Just Move

No motivation? Move anyway.

- ✓ Open the doc. Hit record. Send the email. One action. Right now.
- ✓ You do not need to feel like it. You need to start before you feel like it.
- ✓ Action is the only thing that breaks the waiting loop.

THE TEA TIME NETWORK • WHY WAITING TO FEEL MOTIVATED KEEPS YOU STUCK

2

MOMENTUM — Chase the Dopamine

Action creates momentum. Momentum creates energy.

- ✓ The first action is hardest. The second is easier. The third feels good.
- ✓ Momentum is not motivation — it is forward motion that makes motivation possible.
- ✓ Your brain rewards movement. Give it something to reward.

THE TEA TIME NETWORK • WHY WAITING TO FEEL MOTIVATED KEEPS YOU STUCK

3

MOTIVATION — Now It Shows Up

Get unstuck. Crush the algorithm.

- ✓ Motivation arrives after you are already moving — not before.
- ✓ Action + Momentum = Motivation. Then more action. The cycle compounds.
- ✓ The algorithm cannot outpace a creator who refuses to wait.

THE TEA TIME NETWORK • WHY WAITING TO FEEL MOTIVATED KEEPS YOU STUCK

Stop waiting. Take one action right now.

Get the full challenge breakdown → cjhada.com

THE EDGE PRINCIPLE #5

Motivation is not a prerequisite for action. It is a reward for it. Stop waiting. Start moving. The feeling you are waiting for is on the other side of the work.

THE SHARP TAKE • ISSUE 05

The Audience Ownership Playbook: Your Following Is Rented Land

Here is a conversation every creator needs to have with themselves at least once a year: if every platform you post on disappeared tomorrow morning, how much of your audience would you still have access to by noon?

For most creators, the honest answer is close to zero. Your Instagram followers, your TikTok views, your YouTube subscribers — you do not own any of those relationships. The platform does. They decide who sees your content, when, and on what terms. They can change the algorithm, restrict your reach, ban your account, or simply cease to exist. And when any of those things happen, you start from zero.

"Social media is a megaphone. Email is a direct line. You need both — but only one of them is yours."

The Audience Ownership Playbook is built on one principle: **use rented land to build on owned land**. Your social platforms are acquisition channels — not relationship infrastructure. Here is how to build the infrastructure:

OWNED TIER 1 — EMAIL LIST

Your email list is the only audience asset you own outright. No algorithm between you and your reader. No platform deciding your reach. Every subscriber gave you permission directly. If you are not converting social followers to email subscribers every single week, you are building on sand.

OWNED TIER 2 — SMS / TEXT COMMUNITY

A text list has open rates that email has not seen since 2010. Reserve it for your highest-intent audience — people who have already bought from you or engaged deeply. Platforms like Community or SubText give you direct access without carrier restrictions.

OWNED TIER 3 — YOUR WEBSITE AND CONTENT LIBRARY

Every piece of content you publish on your own domain is a permanent asset. It compounds over time through search, direct traffic, and referrals. Social content has a 48-hour half-life. Your website's best content is still working three years from now.

RENTED (BUT ESSENTIAL) — SOCIAL PLATFORMS

Do not abandon social — use it deliberately. Every post should have one goal: move someone from the platform to your owned tier. A call to action, a lead magnet, a link in bio. The content lives on their platform. The relationship lives on yours.

TOOL SPOTLIGHT

Kit (formerly ConvertKit) — Email Built for Creators Who Monetize

If the Audience Ownership Playbook convinced you that email is non-negotiable — and it should have — then the next question is which platform deserves your trust with that relationship. The answer for serious content creators and entrepreneurs is Kit, formerly known as ConvertKit.

Kit was built specifically for creators — not for enterprise marketing teams, not for e-commerce stores, not for agencies. The product decisions reflect that focus at every level, from the subscriber tagging system to the built-in commerce tools that let you sell digital products without leaving the platform.

What makes Kit worth your migration:

- ◆ **Visual Automation Builder** — Build subscriber journeys visually — if someone downloads your lead magnet, tag them, wait three days, send a follow-up, branch based on whether they clicked. Complex nurture sequences without a single line of code.
- ◆ **Subscriber Tagging and Segmentation** — Tag subscribers based on behavior, purchase history, content interests, or any custom field. Send the right message to the right segment without blasting your entire list every time.
- ◆ **Creator Network** — A built-in referral and cross-promotion network that lets you recommend other creators to your subscribers and receive recommendations in return. Organic list growth without paid ads.
- ◆ **Built-In Commerce** — Sell digital products, subscriptions, and tip jars directly through Kit. No third-party checkout integration required for simple product sales. The platform takes 3.5% on transactions — zero on your paid newsletter.
- ◆ **Free Newsletter Publishing** — Kit's newsletter tool lets you publish directly to subscribers and optionally to a public web page — making your email newsletter a discoverable content asset, not just an inbox message.

Kit is free up to 10,000 subscribers — genuinely free, not a crippled trial. The Creator plan starts at \$25/month. For creators building an owned audience, this is the lowest-friction entry point to professional email infrastructure that exists.

"The most expensive email platform is the one you switch away from after two years because it was not built for what you actually needed."

PRO TIP FROM THE VAULT

Your first email to every new subscriber is your most important email. Do not send a welcome sequence that sounds like an onboarding checklist. Send one email with one story — a real moment that explains why you built what you built. Make them feel like they found something. That first impression sets the tone for every open rate that follows.

THE TRANSFORMATION STORY

Zero to 100,000 Downloads — Without Ever Going Viral

Andre launched his podcast in January 2023 with no audience, no platform strategy, and no viral moment to point to. He was a former high school football coach turned leadership consultant, and he wanted to talk about what nobody in his industry was saying honestly: that most leadership advice is written for people who already have power, not for the people trying to earn it.

He published every week. Not because he felt motivated — because he had decided. That distinction matters. Motivation would have had him skipping weeks during slow download months. Decision had him publishing anyway.

"I stopped checking my download numbers every day and started asking one question: did I give the person who needs this exactly what they needed? That question changed everything."

Andre's growth was not linear and it was not viral. It was built on four things he did consistently for 22 months: he published weekly without exception, he responded personally to every listener email in the first year, he guested on 20 other podcasts in his niche, and he converted every guest appearance into an email subscriber offer.

By month 18 he had 41,000 downloads. By month 22 he crossed 100,000. No viral episode. No celebrity guest. No paid promotion. Just relentless consistency, a genuine point of view, and an audience ownership strategy that made every guest appearance compound instead of evaporate.

Andre's story is a direct answer to the creator who is two years in and wondering if it is working. It is working. The question is whether you will still be there when it tips.

REFLECTION PROMPT — What would your content look like if you stopped measuring it by how far it spread and started measuring it by how deeply it landed? That shift in metric is often the shift that changes the trajectory.

TEA TIME NETWORK • PROPRIETARY STRATEGY

The Signature Story Formula: Turn Your Origin Into Your Greatest Sales Asset

Every creator has a story. Most of them are leaving it in a drawer. Not because it is not powerful — but because they do not know how to structure it so that it does what a story is actually supposed to do: move someone from where they are to where they need to go.

The Tea Time Network Signature Story Formula is a 6-part proprietary structure that transforms your origin experience into the most powerful sales asset in your content library. It is not a biography. It is not a pitch. It is a mirror that your ideal client looks into and sees themselves.

PART 1 THE BEFORE

Paint the specific world you lived in before everything changed. Not vague struggle — the exact detail. The job. The city. The thing you told yourself every morning to keep going. Specificity is what makes this feel real instead of performed.

PART 2 THE FRACTURE

The moment things broke — or were forced to break. The diagnosis. The layoff. The failed launch. The conversation that changed everything. Name it specifically. The fracture is where your listener leans in.

PART 3 THE DARK MIDDLE

What it actually felt like to not know how it was going to turn out. Most creators skip this because it is uncomfortable. It is the most important part. This is where your listener recognizes themselves — in the uncertainty, not the outcome.

PART 4 THE TURNING DECISION

Not the breakthrough — the decision that made the breakthrough possible. What you chose to believe, do, or stop doing. The turning decision gives your listener something actionable before the story is over.

PART 5 THE ARRIVAL

Where you are now — specific, honest, without inflation. Not "everything is perfect" but "here is what is real and here is what it cost to get here." Credibility lives in the honesty of your arrival, not its polish.

PART 6 THE BRIDGE

The direct line from your experience to your listener's situation. "If you are in the dark middle right now, here is what I know is true..." This is where the story becomes an offer — not a product pitch, but an invitation grounded in lived proof.

TEA TIME NETWORK • M.E.A. WISDOM SERIES • VOLUME 3

Seven Affirmations for the Creator Under Financial Pressure

Building something new while money is tight is one of the hardest psychological positions a creator can occupy. The pressure to monetize immediately distorts strategy. The fear of falling short distorts identity. These seven affirmations are built for that specific crucible — precision tools for the creator who is doing the work and waiting for it to pay.

M
MINDSET**E**
EXECUTION**A**
ALIGNMENT

15

Financial pressure is proof I am building something real.*Nothing worth having arrives without cost. This is the cost of the thing.*

— CJ H Adisa

16

I do not need to monetize immediately. I need to build correctly.*Speed to income built on a weak foundation produces fragile income.*

— CJ H Adisa

17

The discomfort I feel right now is not a sign to stop. It is a sign I am close.*Most creators quit one month before the compound interest kicks in.*

— CJ H Adisa

18

I am allowed to do excellent work even when it has not paid yet.*Quality is not contingent on compensation. It is a standard you hold for yourself.*

— CJ H Adisa

19

My current circumstances are not my permanent address.

Where you are is not where you are going. Keep the two conversations separate.

— CJ H Adisa

20

I invest in my craft now because future me needs this evidence.

Every skill you build under pressure is a tool you will use in freedom.

— CJ H Adisa

21

I am not behind. I am on the schedule that was built for exactly what I am building.

Comparison to someone else's timeline is always a false data point.

— CJ H Adisa

M.E.A. Wisdom Series — Volume 3. Affirmations 15–21. © 2026 C.H.A. LLC. Proprietary intellectual property. 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.



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

Action. Then Momentum. Then Motivation. In That Order.

Everything in this issue leads back to the same truth the image that opened it captured so perfectly: the sequence most creators are running is backwards. They are waiting for motivation to justify action. But motivation is not a prerequisite — it is a reward. It comes after you move, not before.

Andre published 22 months of episodes without a viral moment. Renee built a seven-figure brand from a hospital bed. Devon deleted 200 posts and built something worth keeping from the 12 that remained. None of them felt ready. All of them moved anyway.

You own your email list or you do not. You know your signature story or you are leaving your greatest sales asset in a drawer. Your audience is on rented land or you are building on ground you control. These are decisions — not circumstances.

Issue six is coming. Until then — take one action. Right now. Before you feel like it.

COMING IN ISSUE 06

- ◆ The Content Ecosystem Map — how to architect a complete content system where every piece feeds every other piece
- ◆ Tea Time Network Strategy Drop: The Trust Triangle — the 3-point framework for converting warm audiences into buyers without a hard sell
- ◆ Tool Spotlight: Riverside.fm — the remote recording platform that makes podcast guests sound like they are in the same studio
- ◆ Transformation Story: The entrepreneur who built a six-figure business entirely from a free newsletter
- ◆ M.E.A. Wisdom Series Volume 4 — seven affirmations for the creator stepping into a bigger version of themselves

STAY CONNECTED

Website: cjhada.com

Email: cs@cjhada.com

All Platforms: [@cjhada](https://www.instagram.com/cjhada)

"Sip Slow. Love Loud. Live Free."

© 2026 C.H.A. LLC. All rights reserved. The Edge is a publication of C.H.A. LLC and Tea Time Network. Content may not be reproduced without written permission. Products and pricing subject to change. Visit cjhada.com for current information. The Signature Story Formula and M.E.A. Wisdom Series are proprietary intellectual property of C.H.A. LLC.