
A MINI-GUIDE FROM JOUVONNA GRAY, FNP-C

The After-Work Method™

How nurses build wealth in the hours they already have.

Jouvonna Gray, FNP-C

Nurse Practitioner · Founder, five-clinic healthcare business
Real estate investor · Author, Built After Work (2026)

"You don't need more time. You need a method for the ninety minutes you already have."

Why I wrote this.

I built a five-clinic, seven-figure healthcare business while still practicing as a Family Nurse Practitioner. I own rental property. I have fifteen employees. I did all of it in the margins — late nights, early mornings, weekend planning, delegated everything I could.

Nobody taught me this. There is no shortage of people willing to sell nurses a course on how to open a clinic — most of them have never run one. There is no shortage of "passive income" real estate influencers — most of them have never held a mortgage or fixed a tenant issue at 11pm.

This mini-guide is the short version of what actually works. It's the framework I use, the one my book is built around, and the one I teach other nurses.

A few things this guide is not.

It is not a promise that you will build a five-clinic business in six months. It is not a course sales page. It is not a pitch to quit your job. It is a method. Methods take work. Nurses know how to work — that's our unfair advantage.

If you're a nurse, or any professional woman with a W-2 and a business inside you waiting to get built — this is for you.

"Don't quit the calling to build the wealth. Build them both. That's the whole point."

The five stages of building after work.

Every nurse-founder I know moves through these five stages. The order matters. Skipping a stage is why most people give up in year one.

Stage 1 — Contain the day job.

You cannot build in the margins if the margins don't exist. Before you plan a single business step, you audit the day job. Which shifts drain the most? What does your ideal week actually look like on paper? Where are the two 90-minute blocks nobody currently owns?

The work: Map your current week. Identify two protected building blocks. Move everything you can into those blocks. Say no to the rest — or move it to another block on purpose.

Stage 2 — Pick the one thing.

You cannot build three businesses at once with 90 minutes a day. Pick one. The right one is at the intersection of: (a) something your nursing background gives you an unfair advantage in, (b) something the market is already paying for, and (c) something you can start with under \$10K.

The work: Write the intersection sentence for three possible businesses. Rank them by unfair advantage. Start with the one where your nursing credential shortens the trust cycle with customers.

Stage 3 — Build the minimum real business.

Not the minimum viable product — the minimum real business. That means: a legal entity, a business bank account, a working payment method, one paying customer, and a spreadsheet that tracks every dollar in and out. If those five things aren't in place, you don't have a business — you have a hobby with delusions.

The work: Get all five in place in the first 60 days. Don't build a website until you have a customer. Don't design a logo until you have revenue. Cash first. Cosmetics last.

Stages 4 and 5.

Stage 4 — Systemize before you scale.

The nurse skill that saves you here is documentation. You already write charts, care plans, and handoffs. Do that for your business. Every task you do more than twice becomes a written SOP. Every SOP becomes a role you can hire for.

The work: Keep a running list of every task you touch. After the second time, write the SOP. When the SOP list hits ten, hire your first part-time person to run them. Not a virtual assistant with no context — a real person, trained on your docs, accountable to your standards.

Stage 5 — Compound, don't sprint.

This is where most nurse-founders quit. Year one is exciting. Year two is boring. Year three is when the compounding starts — the team runs it, the systems hold, your name starts to circulate, and the second business idea shows up. If you sprint every quarter you'll burn out. If you compound patiently for three years, you'll wake up as a business owner.

The work: Build in seasons. There are seasons for pushing hard (a new launch, a hiring sprint, the book you always meant to write). There are seasons for rest. Anyone who tells you entrepreneurship comes with steady-state balance has never built anything. Entrepreneurship has no balance. It has seasons of imbalance — by design.

"Balance is a lie for early founders. Seasons are the truth. Learn the seasons you're in — and don't confuse a build season for a rest season."

The Operator Test.

Before you buy a course, join a mastermind, or hire a coach, run them through this five-question test. If they fail three of five, keep your money.

1. Can I find their business on Google?

Not their Instagram. Not their Linktree. Their business. Google Business Profile, address, hours, reviews, real customers. If the whole company is a sales page for a course, they are not an operator. They are a marketer with a story.

2. Where are the receipts?

Have they shown a redacted P&L, a sample P&L, or a range of what running this business actually costs — revenue, payroll, rent, insurance, marketing, taxes, net? Not screenshots of Stripe from one good week. A real operator can produce a redacted P&L in ten minutes because they live in the numbers.

3. Do they teach what they've done — or what they've read?

There's a difference between someone who ran a clinic and someone who wrote a book about running a clinic without ever running one. Ask about the bad months. Real operators have great bad-month stories.

4. Do they name enemies?

Real operators are opinionated because they've paid tuition. They can tell you what they think is nonsense in their industry and why. If everything they teach is smooth, positive, and universally applicable, they're selling comfort, not craft.

5. Would their people vouch for them?

Ask for two references who aren't testimonials on their sales page. Employees, vendors, former clients. If they can't produce two, you have your answer.

If you passed the test on me...

This mini-guide is the entry point. The full book — Built After Work, launching late 2026 — has the exact numbers, systems, and stories behind every stage above. Join the waitlist and you'll be first when it drops:

jgrayfnp.com/book

— *Jouvonna*