

BUSINESS & SKILLS

Start Something

From an idea to a first offer.

GUIDE / FIRST EDITION

Read it. Use it. Make it yours.

BEFORE YOU BEGIN

Make this yours.

Turn a useful skill into a clear, manageable first offer. Work through customer questions, scope, a price calculation, a sample, outreach, delivery, and a thirty-day learning plan.

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A NOTE ON THIS EDITION

An original Ownable resource for personal use. Work through the examples, then use the worksheets to make a plan that fits your life.

Start with a useful problem

A first offer is easier to explain when it solves one specific problem for one kind of customer. Begin with work you can actually deliver: organising a small event, preparing a simple content calendar, or making a resource that saves someone time.

Make the problem concrete

TOO BROAD	MORE SPECIFIC
I want to help businesses.	I can photograph five products for a local seller.
I want to sell knowledge.	I can make a weekly meal-planning workbook.
I want to be creative.	I can edit a short product demonstration video.

The person, the problem, and what I can deliver

START SMALL

Choose a version you can finish well with your current skills and time. A narrow first offer is a useful way to learn.