MY FIRST-CUSTOMER FILE

Official Companion Workbook for *Your Boss Shouldn’t Be Your Only Customer*

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Reader Edition - Humanized Script Pass

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About This Workbook

This is the working companion to *Your Boss Shouldn’t Be Your Only Customer*.

The book explains the decisions. This file gives you one place to make them, record evidence, and keep the same business test intact from the first inventory through the Seven-Day Action Card.

Use the workbook in order during your first pass. Use the Markdown edition for typing and editing, or print the PDF pages you need.

Contents

HOW TO USE THIS FILE

This is not a collection of unrelated worksheets.

Every page should describe the **same business test**:

- One fixed offer
- One customer niche
- One problem
- One proof sample
- One price
- One prospect list
- One 30-day attempt to gather real market evidence

Do not complete one section for roofers, another for auto repair shops, and another for property managers. That produces paperwork, not a business.

Use this file in order. Return to earlier pages only when new evidence gives you a reason to revise them.

Using the Scripts

The scripts are starting points, not lines to recite word for word.

Keep the structure, facts, boundaries, and required compliance language. Change any ordinary phrase you would never say out loud. Read important messages once before sending them. If a sentence sounds like a brochure, shorten it.

The four kinds of progress

Every completed section should produce at least one of these:

1. **Decision** — You choose something.
2. **Asset** — You create something usable.
3. **Evidence** — You learn something from the market.
4. **Action** — You do something outside the workbook.

A page filled with guesses is not the same as market evidence.

THE NON-NEGOTIABLE STARTING RULES

Check each box before beginning.

- [ ] I will keep my job while I test this offer unless circumstances outside this plan force a change.
- [ ] I will use approximately five focused hours per week.
- [ ] I will choose one offer track.
- [ ] I will choose one customer niche.
- [ ] I will not change business ideas merely because the first messages are ignored.
- [ ] I will avoid paid advertising during the first 30 days.
- [ ] I will avoid inventory.
- [ ] I will avoid expensive software before a customer proves it is needed.
- [ ] I will not build a full agency website before I know what I am selling.
- [ ] I will not promise revenue, rankings, legal compliance, or other outcomes outside my control.
- [ ] I will not use employer time, equipment, confidential information, or customer lists.
- [ ] I will ask real people to consider paying for a useful result.

My 30-Day Commitment

Start date: ____________________
End date: ____________________

For the next 30 days, I will test:

Offer track: ____

For this customer niche:

Customer niche: ____

I will not test these other business ideas during this period:

1. ____________________
2. ____________________
3. ____________________

Signature or initials: ____________________
Date: ____________________

PROGRESS DASHBOARD

Update this page as you work through the book.

Milestone	Status	Date completed	Evidence or file location
Thirty-day commitment made	Not started / In progress / Complete		
Personal constraints defined	Not started / In progress / Complete		
Skills and experience inventoried	Not started / In progress / Complete		
One offer selected	Not started / In progress / Complete		
One customer niche selected	Not started / In progress / Complete		
Ten businesses inspected	Not started / In progress / Complete		
Problem evidence recorded	Not started / In progress / Complete		
Proof sample completed	Not started / In progress / Complete		
Offer packaged	Not started / In progress / Complete		
Starting price chosen	Not started / In progress / Complete		
$1,000 math completed	Not started / In progress / Complete		
First 25 prospects listed	Not started / In progress / Complete		
All 50 prospects listed	Not started / In progress / Complete		
First five contacts sent	Not started / In progress / Complete		
First conversation held	Not started / In progress / Complete		
First proposal sent	Not started / In progress / Complete		
First deposit requested	Not started / In progress / Complete		
First paid project started	Not started / In progress / Complete		
First paid project completed	Not started / In progress / Complete		
First testimonial requested	Not started / In progress / Complete		
First referral requested	Not started / In progress / Complete		
Ninety-day plan created	Not started / In progress / Complete		

PART 1 — PERSONAL BUSINESS CONSTRAINTS

A useful business must fit the life you actually have.

Do not design for an imaginary version of yourself who wakes at 4:30 a.m., never gets tired, and somehow has no family obligations.

Available Time

Weekday session 1: Day ___________ Time ___________ Length ___________
Weekday session 2: Day ___________ Time ___________ Length ___________
Weekday session 3: Day ___________ Time ___________ Length ___________
Weekend block: Day ___________ Time ___________ Length ___________

Realistic weekly total: ___________ hours

What regularly interferes with these blocks?

What can I do to protect at least one high-energy block each week?

Available Money

Maximum optional startup spending before first sale: $_____________

This amount does **not** include legally required registration, licensing, insurance, or tax costs that may apply in your location or industry.

Expenses I am willing to consider:

- [ ] Domain name
- [ ] Business email
- [ ] Basic invoicing
- [ ] Basic document or form tools
- [ ] Required registration
- [ ] Required insurance
- [ ] Other: ____

Expenses I will not buy before customer evidence:

1. ______________________________
2. ______________________________
3. ______________________________

Employer and Conflict Boundaries

- [ ] I have reviewed relevant employment agreements and policies.
- [ ] I will not compete improperly with my employer.
- [ ] I will not use employer customer information.
- [ ] I will not use employer files, templates, equipment, or paid time.
- [ ] I will not reveal confidential processes or trade secrets.
- [ ] I will seek qualified advice when a conflict is unclear.

Potential conflict concerns I need to investigate:

Work I Will Not Offer

List work that is unsafe, regulated, unethical, outside your qualifications, or simply incompatible with your life.

1. ______________________
2. ______________________
3. ______________________
4. ______________________
5. ______________________

Preferred Delivery Style

Check the work you can realistically tolerate for at least six months.

- [ ] Writing and editing
- [ ] Interviewing and listening
- [ ] Organizing information
- [ ] Learning straightforward software
- [ ] Troubleshooting
- [ ] Phone conversations
- [ ] Email outreach
- [ ] In-person local contact
- [ ] Working with forms and spreadsheets
- [ ] Building checklists
- [ ] Testing websites or workflows
- [ ] Ongoing monthly support
- [ ] Mostly one-time projects

Personal Business Constraints Summary

My business must:

____

____

My business must not:

____

____

____

PART 2 — SKILLS AND EXPERIENCE INVENTORY

Do not list only official job titles. List what you actually know how to notice, explain, organize, fix, or improve.

Problems People Already Ask Me to Solve

1.
2.
3.
4.
5.

Tasks I Can Explain Clearly

1.
2.
3.
4.
5.

Mistakes I Notice Faster Than a Beginner

1.
2.
3.
4.
5.

Industries or Work Environments I Understand

Industry or environment	What I understand	People I can reach	Possible business problems

Transferable Skills

Rate yourself from 1 to 5.

Skill	Rating	Evidence from my experience	Needs improvement?
Clear writing			
Listening			
Process thinking			
Customer communication			
Troubleshooting			
Basic spreadsheets			
Basic documents			
Following software instructions			
Testing and quality control			
Training or explaining			

Skill	Rating	Evidence from my experience	Needs improvement?
Sales conversation comfort			
Follow-through			

Three Strongest Commercial Starting Points

1. Experience or skill: ______________________________
   Possible customer result: ______________________________
2. Experience or skill: ______________________________
   Possible customer result: ______________________________
3. Experience or skill: ______________________________
   Possible customer result: ______________________________

PART 3 — OFFER SELECTION SCORECARD

Score each offer from 1 to 5.

1 = very poor fit
5 = very strong fit

Decision factor	Customer Follow-Up Fix	Online Trust Cleanup	Process and Document Pack
I understand the customer problem			
I can learn the required skills			
I can create proof in one weekend			
I can find 50 prospects			
I am comfortable delivering the work			
I can explain the offer simply			
I can stay within my startup limit			
The service fits my weekly schedule			
I would perform it for six months			
Five or fewer customers could plausibly reach $1,000			
I can avoid regulated work outside my qualifications			
I can identify visible or discussable evidence			
Total			

Fit Questions

Which offer connects most naturally to experience I already have?

Which offer has customers I can reach?

Which proof sample can I actually finish this weekend?

Which offer can I discuss credibly without pretending to be an expert in everything?

Which offer am I willing to sell and deliver repeatedly?

Selected Offer Track

- [ ] Customer Follow-Up Fix
- [ ] Online Trust Cleanup
- [ ] Process and Document Pack

Why this track fits:

Skills I need to learn before selling the starter scope:

1.
2.
3.

Work I will deliberately exclude:

1.
2.
3.

Thirty-Day Do-Not-Pursue List

For the next 30 days, I will not pursue:

1.
2.
3.
4.
5.

PART 4 — CUSTOMER NICHE SELECTION

“Small businesses” is not a niche.

Choose a group you can find, understand, and contact.

Candidate Niches

Candidate niche	I understand the work	I can find prospects	One completed job is valuable	The offer fits	Total

Niche Decision Questions

Can I identify at least 50 plausible businesses in this niche?

Do these businesses appear able to pay for the starter offer?

Can I describe their work and customers without sounding like an outsider guessing?

Is the problem likely to occur repeatedly?

Can I improve the problem without taking responsibility for the entire business?

Selected Customer Niche

My niche: ____

Geographic focus, if any: ______________________________

Likely decision-maker: ________________________________

Why this niche fits:

PART 5 — TEN-BUSINESS INSPECTION

Inspect ten businesses before finalizing your offer.

Look for truthful evidence. Do not invent problems to justify contacting someone.

#	Business	Evidence observed	Possible cost or frustration	Exact wording from site/ review	Unanswered question	Offer fit
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

Repeated Patterns

Which problems appeared more than once?

1. ___
2. ___
3. ___

What language did customers or owners use?

Which apparent problems were only assumptions?

Which businesses appeared to handle the issue well?

What did they do differently?

PART 6 — PROBLEM EVIDENCE TRACKER

A worthwhile starting problem should be recognizable, repeated, costly, risky, or aggravating.

Problem Statement

Customer: ____

Struggles with: ____

Which causes: ____

Full statement:

> [Customer] struggles with [problem], which causes [cost, delay, risk, or frustration].

Evidence Types

Evidence	What I found	Strength: weak / medium / strong
Visible website or process issue		
Repeated review language		
Owner or employee conversation		
Customer question or complaint		
Existing competitor service		
Job posting or staffing signal		
Repeated task or workflow		
Other		

Evidence Decision

- [ ] The problem appears real enough to test.
- [ ] The problem needs to be narrowed.
- [ ] The customer niche needs to change.
- [ ] The offer track needs to change because the evidence does not support it.

What changed after inspection?

What remains uncertain?

What is the smallest real-world test that could answer the uncertainty?

PART 7 — PROOF-SAMPLE PLANNER

Your proof sample should demonstrate judgment and usefulness without completing a full custom project for free.

Approved Proof Choices

Customer Follow-Up Fix

The Lost Estimate Follow-Up Pack

Possible contents:

- Process flow
- Same-day acknowledgment
- Two-day follow-up
- Seven-day follow-up
- Final close-the-loop message
- Basic tracker

Online Trust Cleanup

The Five-Minute Trust Test

Possible contents:

- Identity clarity
- Service clarity
- Contact clarity
- Mobile check
- Review-response quality
- FAQ gaps
- Three before-and-after examples

Process and Document Pack

The First-Week Employee Pack

Possible contents:

- First-day checklist
- Tool or supply checklist
- Arrival checklist
- End-of-job checklist
- Supervisor signoff
- Quick-reference sheet

My Proof Plan

Proof title: ____

Intended customer: ____

Problem demonstrated: ______________________________________

What the sample will contain:

1. ____
2. ____

3. ______________________________
4. ______________________________
5. ______________________________

What the sample intentionally will not contain:

1. ______________________________
2. ______________________________
3. ______________________________

Time limit: ___________ minutes

Weekend build date: ______________________

Final format: ____

How I will show it: ____

Honesty Label

Use or adapt this wording:

> This is a sample I created to show how the service works. It was not commissioned by the business shown, and it is not paid client work.

My final label:

Proof Completion Checklist

- [ ] It is relevant to my selected niche.
- [ ] It demonstrates the starter offer.
- [ ] It is clearly labeled.
- [ ] It does not pretend a real business hired me.
- [ ] It does not publish private information.
- [ ] It does not make legal, safety, or performance guarantees.
- [ ] It can be explained in less than three minutes.
- [ ] It was completed within the planned time limit.
- [ ] It gives a prospect enough information to understand the service.
- [ ] It does not give away an entire custom project.

Proof file location: ____

PART 8 — ONE-PAGE OFFER SHEET

Offer Name

Customer

I help:

Problem

They struggle with:

Practical Result

The service helps them:

Do not write a result you cannot reasonably influence.

Deliverables

The project includes:

1. ______
2. ______
3. ______
4. ______
5. ______

Exclusions

The project does not include:

1. ______
2. ______
3. ______
4. ______
5. ______

Timeline

The project will be delivered within:

__________ business days after required information and access are received.

Starting Price

Total price: $____________

Deposit: $____________ or __________%

Final payment: ____

Revisions

The price includes:

Customer Responsibilities

The customer must provide:

-
-
-
-

Proof

I can show:

One-Sentence Offer

Use this formula:

> I work with [specific customer] that need help with [specific problem]. My [defined service] helps them [practical improvement].

My sentence:

Twenty-Second Spoken Version

PART 9 — STARTING PRICE AND $1,000 MATH

Price Reality Check

Estimated delivery hours: __________

Estimated direct expenses: $____________

Starting price: $____________

Estimated pre-tax project profit: $____________

Approximate effective rate before tax: $____________ per hour

What might make the project take longer?

What limits will prevent the scope from expanding?

Customer Math

At my starting price of **$____________**, I need:

__________ **customers or projects**

to produce approximately:

$____________ in monthly revenue

Optional Mixed Revenue Plan

Complete this section only after a customer has paid for a defined add-on or recurring work with continuing value. Do not invent recurring revenue merely to make the total reach $1,000.

Revenue source	Price	Number needed	Monthly revenue
Setup projects	$		$
Recurring support	$		$
Limited add-on	$		$
Total			**$**

Capacity Check

How many projects can I deliver each month with five weekly hours?

How many hours must remain available for outreach and administration?

Does the $1,000 plan exceed my real delivery capacity?

- [ ] No
- [ ] Yes — I need to change price, scope, timing, or expectations.

Revenue Is Not Spendable Profit

From early revenue, I may need to reserve money for:

- [ ] Taxes
- [ ] Software or service expenses
- [ ] Registration or licensing
- [ ] Insurance
- [ ] Refunds or corrections
- [ ] Business reserve
- [ ] Household reserve
- [ ] Other: ____

PART 10 — DEPOSIT AND PAYMENT PROCESS

My Standard Payment Terms

Deposit amount: ____

When work begins: ____

When final payment is due: _________________________________

Accepted payment methods: _________________________________

What happens if customer information is late:

What happens if the scope changes:

What happens if the customer stops responding:

Deposit Request Wording

> The deposit to get started is [amount]. Once I have the deposit and the required information, I will schedule the work. The remaining balance is due [timing].

My version:

PART 11 — FIRST 50 PROSPECT TRACKER

A useful prospect:

- Matches the niche
- Appears active
- Has a visible or plausible problem
- Can probably pay
- Has a reachable decision-maker
- Does not present obvious ethical or reputation concerns

#	Business	Contact or role	Contact method	Evidence or fit	Initial contact	Follow-up	Response	Next action
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
21								
22								
23								
24								
25								
26								
27								

#	Business	Contact or role	Contact method	Evidence or fit	Initial contact	Follow-up	Response	Next action
28								
29								
30								
31								
32								
33								
34								
35								
36								
37								
38								
39								
40								
41								
42								
43								
44								
45								
46								
47								
48								
49								
50								

Prospect List Review

How many are strongly qualified? ___________

How many are weak fits? ___________

Which weak prospects should be replaced before outreach?

Which five prospects have the clearest specific observation?

1.
2.
3.
4.
5.

PART 12 — OUTREACH MESSAGE BUILDER

Use the examples as a framework. Keep the observation specific, keep the message short, and use words you would normally use.

Initial Message Structure

1. Relevant observation
2. Specific problem
3. Simple result
4. Low-pressure next step

My Observation Bank

Write factual observations that can be personalized.

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________
5. ______________________________

Before-Sending Compliance Check

Before sending a commercial email:

- [ ] The From and Reply-To information is accurate.
- [ ] The subject line honestly describes the message.
- [ ] The commercial purpose is clear.
- [ ] A valid postal address is included.
- [ ] A clear opt-out method is included.
- [ ] The reply or opt-out method will remain available.
- [ ] Current federal, state, industry, platform, and location-specific requirements have been reviewed where applicable.

Initial Email

Subject: ______________________________

Hi [Name],

I was looking at [specific page, listing, or process] and noticed [factual observation].

I help [customer type] with [specific problem]. My [offer name] includes [brief scope].

Would it be easier to talk for 15 minutes, or should I send a one-page example first?

—[Name]

My version:

____

____

Commercial Email Footer

> This is a commercial message offering [service]. My mailing address is [valid postal address]. Reply “no thanks” if you do not want further marketing emails from me.

Use a valid address permitted for this purpose. Apply the same footer to commercial follow-ups.

Short Email or Platform Message

Use a platform message only where the business invites professional inquiries and current platform rules permit the contact.

Hi [Name],

I noticed [specific observation] while looking at [page, listing, or process]. I help [customer type] with [problem].

Would it be okay if I sent a one-page example?

—[Name]

My version:

Phone Opening

> Hi, this is [Name]. I am calling about a service I offer to [customer type]. I noticed [truthful observation] and had a quick question about [relevant responsibility]. Are you the right person to ask?

My version:

First Follow-Up

Hi [Name],

Just following up on the note below. To clarify, I do not [common misunderstanding]. I focus on [specific scope].

I can send [sample or one-page offer] if that would be easier to review.

—[Name]

My version:

Final Follow-Up

Hi [Name],

I will make this my last note. I reached out because [specific observation or reason].

If this is not a priority right now, no problem. Thanks for taking a look.

—[Name]

My version:

Use the Commercial Email Footer on every commercial email follow-up.

Referral Request

> I am testing a service for [customer type] that helps with [problem]. Does anyone come to mind who might be willing to give me honest feedback on it? An introduction would help, but there is no pressure.

My version:

PART 13 — OUTREACH ACTIVITY LOG

The first purpose of outreach is evidence.

Track what happens instead of judging the idea from memory or emotion.

#	Date	Prospect	Channel	Message or observation used	Response	Next action
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
21						
22						
23						
24						
25						
26						
27						
28						
29						
30						

Do-Not-Contact List

Record every opt-out or direct request not to receive further contact.

Business or person	Email or channel	Request date	Removed from follow-up?	Notes

Outreach Totals

Contacts sent: __________
No response: __________
Negative responses: __________
Requests for information: __________
Conversations scheduled: __________
Proposals requested: __________
Customers: __________

What the Market Is Saying

Repeated questions:

1.
2.
3.

Repeated objections:

1.
2.
3.

Which wording appears to confuse prospects?

Which prospects respond most positively?

What should change?

- [ ] Customer niche
- [ ] Problem wording
- [ ] Offer name
- [ ] Deliverables
- [ ] Proof sample
- [ ] Price
- [ ] Outreach wording
- [ ] Nothing yet — I need more evidence

Reason:

PART 14 — DISCOVERY-CALL GUIDE

The purpose of the conversation is to understand the problem and determine fit.

It is not to perform the entire service for free.

Before the Conversation

Business: ____

Contact: ____

What I observed: ____

What I need to learn: ____________________________________

My offer price or range: _________________________________

My non-negotiable boundaries:

1. ______________________________
2. ______________________________
3. ______________________________

Opening

> Thanks for making time. Could you walk me through how this works now and where it tends to get frustrating? Then we can see whether my fixed package fits. If it does not, I will tell you.

Five Core Questions

1. What is happening now?

Notes:

---

2. Where does the process break down?

Notes:

---

3. What does this create for you - extra time, delays, rework, risk, or lost opportunities?

Notes:

---

4. What has already been tried?

Notes:

---

5. What would make this noticeably better?

Notes:

Offer-Specific Questions

Questions from my selected launch card:

1. ______________________________

2.
3.
4.
5.

Fit Decision

- [ ] The starter offer fits without major changes.
- [ ] A smaller scope fits.
- [ ] A larger separate quote may be needed.
- [ ] The customer needs a service I do not provide.
- [ ] The customer presents warning signs.
- [ ] I need more information before quoting.

My Explanation of the Offer

Price Presentation

> Based on what you described, my fixed package fits. The price is [price]. That includes [brief scope]. The deposit is [deposit], and the balance is due [timing]. It does not include [important exclusion].

My version:

Next Step

- [ ] Send proposal
- [ ] Send limited sample
- [ ] Schedule follow-up
- [ ] Decline politely
- [ ] Ask for missing information

Deadline: ______________________

Proposal sent: ____

Proposal review or follow-up date: _______________________________

Deposit requested: ____

PART 15 — OBJECTION RESPONSE SHEET

Do not memorize aggressive comebacks. Use these as calm starting points, then put them in your own words.

“We already have someone.”

Starting point:

> That may mean you are already covered. My service focuses on [specific work]. If your current provider handles that, there may not be a reason to bring me in.

My response:

“I need to think about it.”

Starting point:

> Of course. Is there anything about the scope or price I can clear up before we choose a follow-up date?

My response:

“That costs more than I expected.”

Starting point:

> I understand. The package is [price] for [brief scope]. I can explain what is included, but I do not want to cut the work and pretend it is the same package.

My response:

“Can you guarantee results?”

Starting point:

> I can promise to deliver the agreed work and follow the process we set. I cannot promise sales, rankings, customer responses, compliance, or anything else outside my control.

My response:

“Can you do a free trial?”

Starting point:

> I can show you the sample. Customer-specific work starts after the proposal and deposit.

My response:

“Send me information.”

Starting point:

> I will send the one-page offer and sample today. Would [day] be a reasonable time for me to follow up?

My response:

“We are too busy right now.”

Starting point:

> Understood. Should I check back on a specific date, or would you rather I close this out?

My response:

Offer-Specific Objections

Objection

Honest response

Objection

Honest response

When I Will Walk Away

I will decline when a prospect:

- [ ] Demands guaranteed revenue or rankings
- [ ] Wants deceptive claims
- [ ] Wants fake testimonials or reviews
- [ ] Refuses a reasonable deposit
- [ ] Will not define the scope
- [ ] Expects unlimited revisions
- [ ] Requests regulated work outside my qualifications
- [ ] Refuses to provide accurate information
- [ ] Expects constant availability
- [ ] Requests unauthorized data
- [ ] Creates a conflict with my employer
- [ ] Disrespects employees, customers, or vendors
- [ ] Other: ____

PART 16 — SIMPLE PROPOSAL TEMPLATE

Project

Customer

Current Problem

Based on our conversation:

Proposed Work

I will provide:

1.
2.
3.
4.
5.

Expected Practical Improvement

The work is intended to:

No specific sales, revenue, ranking, compliance, or customer-response result is guaranteed.

Timeline

Work begins after:

- The proposal is accepted
- The deposit is received
- Required information and access are provided

Estimated delivery:

Price

Total: $____________
Deposit: $____________
Final payment: $____________ due ______________________________

Revisions

Includes:

Outside Scope

The following are not included:

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________

Additional work requires written approval and a new quote.

Customer Responsibilities

The customer agrees to:

- Supply accurate information
- Provide necessary access
- Review work promptly
- Approve final content before live use
- Obtain professional review where legally or technically required

Acceptance

Customer name: ______________________________

Accepted by: ______________________________

Date: ____________________

Proposal and Payment Record Checklist

- [ ] Final proposal saved
- [ ] Accepted proposal saved
- [ ] Invoice or payment request saved
- [ ] Deposit request date recorded
- [ ] Deposit received date recorded
- [ ] Deposit confirmation saved
- [ ] Final payment terms recorded
- [ ] Customer information and access still pending are listed

---

PART 17 — CUSTOMER KICKOFF CHECKLIST

Before work begins:

- [ ] Proposal accepted
- [ ] Deposit received
- [ ] Scope confirmed
- [ ] Delivery date confirmed
- [ ] Customer decision-maker confirmed
- [ ] Final approver confirmed
- [ ] Required information received
- [ ] Required access received securely
- [ ] Communication method confirmed
- [ ] Revision limit confirmed
- [ ] Customer responsibilities confirmed
- [ ] Out-of-scope requests discussed
- [ ] Files and folders created
- [ ] Sensitive information protections considered
- [ ] Offer-specific compliance concerns reviewed

Customer Information Needed

1. ____________________
2. ____________________
3. ____________________
4. ____________________
5. ____________________

Secure Information and Access Plan

Request only information or access required for the agreed work.

Information or access	Why it is needed	Transfer or access method	Who may access it	Return, removal, or deletion date

- [ ] No unnecessary credentials were requested.
- [ ] Passwords were not requested through ordinary email.
- [ ] Strong, unique passwords and multi-factor authentication were used where available.
- [ ] Temporary or limited access was used where practical.
- [ ] Customer information is stored separately from demonstration and prospect files.
- [ ] Access will be returned or removed when the work is complete.
- [ ] Information no longer needed will be disposed of appropriately.

Missing Information

Item	Requested date	Received date	Effect on timeline

PART 18 — UNIVERSAL DELIVERY CHECKLIST

Scope

• [ ] I am delivering only the agreed work.
• [ ] Any additions received a separate written quote.
• [ ] Customer responsibilities were completed.
• [ ] Delays are documented.

Scope Change Log

Date	Customer request	Inside current scope?	Response	Separate quote or future action

Suggested response:

> The current package covers [agreed scope]. [Added work] is outside it. I can quote that separately after we finish the current project, or you can leave it with your existing provider.

Accuracy

• [ ] Names are correct.
• [ ] Contact information is correct.
• [ ] Business facts are confirmed.
• [ ] No unsupported claims were added.
• [ ] The customer reviewed factual content.

Quality

• [ ] The work is understandable to the intended user.
• [ ] Links, forms, messages, or files were tested where applicable.
• [ ] Formatting is consistent.
• [ ] Instructions are clear.
• [ ] Known limitations are documented.
• [ ] AI-assisted work received human review.

Security and Privacy

• [ ] Customer credentials were handled securely.
• [ ] Sensitive information is not included unnecessarily.
• [ ] Demonstration files do not expose customer data.
• [ ] Final access is returned or removed as appropriate.

Delivery

• [ ] Final files are organized.
• [ ] Editable files are included where promised.
• [ ] Final PDF or fixed versions are included where promised.
• [ ] Version dates are included where useful.

- [ ] Handoff instructions are included.
- [ ] Customer approval is requested.
- [ ] Final payment is requested according to the agreement.

PART 19 — OFFER-SPECIFIC DELIVERY CHECKS

Customer Follow-Up Fix

- [ ] Inquiry channels included in scope are confirmed.
- [ ] Current process was mapped.
- [ ] Messages match the business tone.
- [ ] Messages do not make unsupported promises.
- [ ] Timing is clear.
- [ ] Links and contact routes work.
- [ ] Tracker is understandable.
- [ ] Staff responsibilities are identified.
- [ ] Consent and platform rules were considered.
- [ ] Customer approved messages before live use.

Online Trust Cleanup

- [ ] Advisory or implementation scope is clear.
- [ ] Accurate business information was confirmed.
- [ ] Backup exists before live changes.
- [ ] Phone, email, forms, and links were tested.
- [ ] Mobile presentation was checked.
- [ ] Calls to action are clear.
- [ ] No ranking promises were made.
- [ ] No legitimate criticism was hidden or manipulated.
- [ ] Customer approved live changes.
- [ ] Access credentials were handled securely.

Process and Document Pack

- [ ] One process is clearly defined.
- [ ] Process owner is identified.
- [ ] Subject-matter expert is identified.
- [ ] Final approver is identified.
- [ ] Required steps are separated from preferences.
- [ ] Terminology matches the business.
- [ ] Documents are usable by the intended employee.
- [ ] Version and date are included.
- [ ] No legal, safety, or compliance claims were invented.
- [ ] Final content was verified by the customer.

PART 20 — COMPLETION, TESTIMONIAL, AND REFERRAL

Completion Message

Hi [Name],

I have finished [project name] and delivered:

- ______________________________
- ______________________________
- ______________________________

Please review the files and send any corrections covered by the included revision by [date].

As a reminder, this project did not include:

- ______________________________
- ______________________________

The remaining balance of [amount] is due [timing].

Thanks again,

[Name]

Final Delivery and Payment Record

Final files delivered: ______________________________

Delivery date: ______________________________

Customer receipt or acceptance confirmed: ______________________________

Final payment requested: ______________________________

Final payment received: ______________________________

Access returned or removed: ______________________________

Information scheduled for deletion or disposal: ______________________________

Testimonial requested: ______________________________

Referral requested: ______________________________

Testimonial Request

> Thanks again for the project. Would you be comfortable writing two or three honest sentences about what you needed help with, how the process went, and whether the finished work was useful? Please stick to what you personally experienced.

My version:

____

Referral Request

> Do you know another business owner who deals with a similar problem? If someone comes to mind, I would appreciate an introduction, but there is no pressure.

My version:

Permission Check

- [ ] I have permission to use the testimonial.
- [ ] I have permission to use the business name.
- [ ] I have permission to show any project examples.
- [ ] I understand what information must remain private.

PART 21 — POST-PROJECT REVIEW

Complete this while the project is still fresh.

Financial Result

Revenue: $____________
Direct project expenses: $____________
General operating expenses: $____________
Estimated pre-tax profit: $____________
Hours worked: __________
Effective pre-tax hourly rate: $____________

What Went Well

1.
2.
3.

What Took Longer Than Expected

1.
2.
3.

What the Customer Valued Most

What the Customer Asked For That Was Outside Scope

What Should Be Standardized

What Should Be Removed

Pricing Decision

- [ ] Keep the price
- [ ] Raise the price
- [ ] Reduce the scope
- [ ] Improve the proof
- [ ] Improve qualification
- [ ] Stop offering this version

Reason:

PART 22 — FIVE-HOUR WEEKLY OPERATING SCHEDULE

Standard Weekly Structure

Weekday Session 1 — 45 minutes

Day and time: ______________________________

Primary use:

- [ ] Prospect research
- [ ] List cleanup
- [ ] Short outreach
- [ ] Follow-up
- [ ] Administration

Weekday Session 2 — 45 minutes

Day and time: ______________________________

Primary use:

- [ ] Personalizing messages
- [ ] Reviewing replies
- [ ] Small deliverable
- [ ] Invoicing
- [ ] Call preparation

Weekday Session 3 — 60 minutes

Day and time: ______________________________

Primary use:

- [ ] Building proof
- [ ] Improving the offer
- [ ] Learning one required skill
- [ ] Customer work

Weekend Block — 150 minutes

Day and time: ______________________________

Primary use:

- [ ] Proof build
- [ ] Prospect list
- [ ] Sales conversations
- [ ] Customer delivery
- [ ] Larger setup work

Energy Planning

Low-Energy Tasks

1. ______________________________

2.
3.
4.

Medium-Energy Tasks

1.
2.
3.
4.

High-Energy Tasks

1.
2.
3.
4.

Minimum Viable Week

When the week goes badly, I will still complete:

- [ ] One 45-minute session
- [ ] Five follow-ups or new contacts
- [ ] One update to the prospect tracker
- [ ] One next action scheduled

My personal minimum:

PART 23 — THIRTY-DAY PROOF PLAN

The first 30 days are designed to produce evidence, not guaranteed income.

Week 1 — Choose and Inspect

Required outcomes

- [ ] Confirm one offer track
- [ ] Confirm one niche
- [ ] Inspect ten businesses
- [ ] Record repeated problem evidence
- [ ] Complete personal constraints

My scheduled actions

Day	Action	Energy level	Completed?	Evidence or result
1				
2				
3				
4				
5				
6				
7				

Week 2 — Package and Demonstrate

Required outcomes

- [ ] Create proof sample
- [ ] Define deliverables
- [ ] Define exclusions
- [ ] Choose starting price
- [ ] Complete $1,000 math
- [ ] Prepare outreach scripts

Day	Action	Energy level	Completed?	Evidence or result
8				
9				
10				
11				
12				
13				
14				

Week 3 — Contact and Converse

Required outcomes

- [ ] Build at least 25 prospects
- [ ] Contact five prospects per weekday where realistic
- [ ] Track replies
- [ ] Schedule conversations
- [ ] Record objections

Day	Action	Energy level	Completed?	Evidence or result
15				
16				
17				
18				
19				
20				
21				

Week 4 — Quote and Follow Up

Required outcomes

- [ ] Complete the 50-prospect list
- [ ] Continue outreach
- [ ] Hold conversations
- [ ] Send proposals where appropriate
- [ ] Request a deposit where appropriate
- [ ] Decide what evidence means

Day	Action	Energy level	Completed?	Evidence or result
22				
23				
24				
25				
26				
27				
28				
29				
30				

Thirty-Day Evidence Review

Prospects identified: __________
Contacts made: __________

Responses: __________
Conversations: __________
Proposals: __________
Deposits: __________
Customers: __________
Revenue collected: $____________

What evidence supports continuing?

What evidence suggests adjustment?

What have I not tested enough?

Decision:

- [ ] Continue the same offer and niche
- [ ] Narrow the customer
- [ ] Change the problem wording
- [ ] Change the scope
- [ ] Change the price
- [ ] Improve proof
- [ ] Change outreach wording
- [ ] Stop this test and document why

PART 24 — NINETY-DAY REVENUE PLAN

Actual Evidence Baseline

Complete this before setting the next revenue target.

Projects completed: __________
Revenue invoiced: $____________
Cash collected: $____________
Direct project expenses: $____________
General operating expenses: $____________
Delivery hours: __________
Outreach and sales hours: __________
Administration and recordkeeping hours: __________
Testimonials with permission: __________
Referrals received: __________
Active qualified opportunities: __________

$1,000 Capacity Map

Current project price: $____________
Projects required to reach or exceed $1,000: __________
Actual or estimated delivery hours per project: __________
Total delivery hours required: __________
Monthly hours available: __________
Hours reserved for outreach and follow-up: __________
Hours reserved for conversations, proposals, and administration: __________
Buffer and recordkeeping hours: __________

Does the current price and delivery time fit the monthly hours?

- [ ] Yes
- [ ] No
- [ ] Not enough evidence yet

What must change, if anything?

- [ ] Nothing yet
- [ ] Price test after repeated evidence
- [ ] Reduce scope
- [ ] Improve delivery process
- [ ] Add a complete paid add-on with real value
- [ ] Add recurring work only when recurring value exists
- [ ] Change the monthly expectation
- [ ] Gather more evidence

Reason:

Controllable Activity and Outcome Targets

Controllable activity

- Qualified prospects to add: __________

- New contacts to send: ___________
- Follow-ups to complete: ___________
- Prospect records to review: ___________
- Work sessions to protect: ___________
- Financial records to update: ___________

Outcomes to track, not assume

- Responses: ___________
- Conversations: ___________
- Proposals: ___________
- Deposits: ___________
- Customers: ___________
- Revenue invoiced: $_____________
- Cash collected: $_____________

Days 1–30 — Evidence

Primary goals:

- Offer selected
- Niche selected
- Proof created
- 50 prospects built
- Outreach started
- Conversations held
- Proposals sent

My evidence target:

Days 31–60 — Delivery and Proof

Primary goals:

- Complete first paid work where available
- Improve delivery checklist
- Ask for testimonial
- Ask for referral
- Continue outreach
- Update price or scope based on evidence

My revenue target: $_____________

My activity targets:

- New prospects: ___________
- Contacts: ___________
- Conversations: ___________
- Proposals: ___________
- Projects: ___________

Days 61–90 — Repeatability

Primary goals:

- Repeat the offer
- Improve profitability
- Add recurring value only where justified
- Standardize delivery
- Attempt the first $1,000 month or build a credible pipeline toward it

My revenue target: $____________

My activity targets:

- New prospects: __________
- Contacts: __________
- Conversations: __________
- Proposals: __________
- Projects: __________
- Recurring customers: __________

Ninety-Day Outcome Definition

This 90-day test counts as useful when I have achieved at least one of these:

- [ ] A paying customer
- [ ] Multiple credible proposals
- [ ] Repeated market interest
- [ ] Clear evidence that the problem is real but the offer needs adjustment
- [ ] Clear evidence that the niche or offer is a poor fit
- [ ] A repeatable delivery process
- [ ] A path toward $1,000 supported by actual customer evidence

---

PART 25 — MONTHLY BUSINESS DASHBOARD

Mont h	Prospects added	Contact s	Response s	Conversation s	Proposal s	Customer s	Revenue invoiced	Cash collected
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								

Current Month Financial Snapshot

Revenue invoiced: $____________
Cash collected: $____________
Direct expenses: $____________
Estimated pre-tax profit: $____________
Money reserved for taxes: $____________
Business reserve: $____________

Pipeline Snapshot

Active qualified opportunities: __________
Conversations scheduled: __________
Proposals outstanding: __________
Deposits received for future work: __________
Scheduled project revenue: $____________
Stale opportunities to close or remove: __________

Do not include an opportunity as revenue until it is invoiced. Do not include an invoice as cash until payment is received.

Tax Payment Check

- [ ] I reviewed expected business income and expenses.
- [ ] I reviewed current wage or other withholding where applicable.
- [ ] I used current IRS guidance, Form 1040-ES, the Tax Withholding Estimator where appropriate, or qualified tax help.
- [ ] I determined whether estimated payments, additional withholding, or another action may apply.
- [ ] I scheduled the next tax review.

- [ ] Reserved money is kept separate from ordinary spending.

My current tax-payment action: ________________________________

Next review date: ____

Current Month Operating Snapshot

Hours spent on outreach: __________
Hours spent on sales: __________
Hours spent on delivery: __________
Hours spent on administration: __________

Bottleneck

The largest current bottleneck is:

- [ ] Not enough qualified prospects
- [ ] Outreach not being sent
- [ ] Low response
- [ ] Conversations not converting
- [ ] Offer too broad
- [ ] Price resistance
- [ ] Delivery taking too long
- [ ] Poor follow-up
- [ ] Other: ____

The next corrective action is:

PART 26 — LEVERAGE PLAN

Do not automate chaos. Do not hire someone to manage a process you have not defined.

System Candidate Test

A task is a strong system candidate when:

- [ ] I have completed it more than once.
- [ ] It has a clear beginning and end.
- [ ] The required inputs can be named.
- [ ] The output can be checked against a quality standard.
- [ ] Most steps repeat.
- [ ] Customer-specific judgment can be separated.
- [ ] Errors can be detected before customer delivery.
- [ ] The task does not require unnecessary sensitive information or access.
- [ ] The system would save time, reduce errors, or improve consistency.
- [ ] I can test it against approved work.

Selected task: ____

Evidence that it repeats: _____________________________________

Input-to-Output System Map

Required inputs:

1. ______________________________
2. ______________________________
3. ______________________________

Repeatable steps:

1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________
5. ______________________________

Steps requiring customer-specific judgment:

1. ______________________________
2. ______________________________
3. ______________________________

Quality standard: ____

Final output: ____

Known failure points: ____

Final reviewer: ____

One Task to Template

Task:

Template to create:

System Test Record

Test the template or automation against approved work before using it on a live project.

Test project or safe example: ________________________________

Check	Result	Correction needed
Required inputs had a place		
No old customer information remained		
Repeatable steps completed correctly		
Judgment steps stayed human		
Quality standard was met		
Time saved was greater than correction time		
New privacy, access, or accuracy risk appeared		

Time before system: __________
Time with system: __________
Correction time: __________
Net benefit: ____

One Task to Automate Carefully

Task:

Why automation is appropriate:

Human review still required:

Human Review Gate

No automated or AI-assisted output may be delivered or published until:

- [ ] Every factual statement is checked against an approved source.
- [ ] Customer names, services, prices, policies, warranties, hours, and contact details are verified.
- [ ] Unsupported claims and guarantees are removed.
- [ ] The output remains inside the agreed scope.
- [ ] No other customer's information appears.
- [ ] Privacy and access requirements were followed.
- [ ] Tone and clarity were edited for the actual customer.
- [ ] Links, forms, files, or calculations were tested where applicable.
- [ ] Known limitations are documented.
- [ ] The customer approval requirement is satisfied.
- [ ] A named human reviewer accepts responsibility for the final output.

Outputs that always require human review:

1.
2.

3.

One Task That Might Later Be Delegated

Task:

What must be documented first:

Quality standard:

Delegation Readiness Check

- [ ] The task has been completed successfully more than once.
- [ ] Inputs and steps are documented.
- [ ] A completed example exists.
- [ ] The quality standard is objective enough to review.
- [ ] Common errors are documented.
- [ ] Access can be limited to what the task requires.
- [ ] Private information rules are documented.
- [ ] Stop-and-ask conditions are clear.
- [ ] A final human reviewer is assigned.
- [ ] A safe test assignment can be used before customer work.

Delegation decision:

- [ ] Ready for a limited test
- [ ] Document further
- [ ] Keep with me
- [ ] Do not delegate

Reason:

One Repeated Need That Might Become a Product

Repeated customer need:

Possible asset:

- [ ] Template
- [ ] Checklist pack
- [ ] Guide
- [ ] Training resource
- [ ] Calculator
- [ ] Small tool
- [ ] Membership or update service
- [ ] Other: ____

Evidence that more than one customer needs it:

Product Evidence Check

- [ ] At least two customers expressed the same need.
- [ ] The common result can be separated from customer-specific work.
- [ ] Someone paid for it, requested a quote, or asked for a self-service option.
- [ ] The asset can be kept accurate.
- [ ] Support and update obligations are understood.
- [ ] Privacy, legal, technical, and accuracy risks were considered.
- [ ] It would not misrepresent one customer’s result as typical.
- [ ] Recurring billing would include recurring work or value.

Evidence level:

- [ ] Candidate only
- [ ] Ready for a small paid test
- [ ] Repeated paid demand exists
- [ ] Insufficient evidence

Next evidence-gathering action: ________________________________

One Customization to Remove

Customization:

Why it should be removed:

Leverage Ladder

- [ ] Perform the work
- [ ] Document the work
- [ ] Standardize the work
- [ ] Improve the work
- [ ] Automate carefully
- [ ] Delegate selectively
- [ ] Productize repeated knowledge

My next leverage step:

PART 27 — PERSONAL EXIT CRITERIA

The purpose of these criteria is not to push you out of employment.

They are designed to prevent anger, one good month, or online success stories from making the decision for you.

Current Employment Value Inventory

Record the current annual or monthly value where it can be estimated.

Employment income, benefit, or protection	Current value or contribution	What changes if hours are reduced?	What ends if employment ends?	Replacement action
Take-home pay				
Employer health contribution				
Retirement contribution or match				
Paid time off				
Disability coverage				
Life insurance				
Training, equipment, or professional costs				
Other				

Profit Threshold Inputs

Household income gap the business must cover: $____________
Benefits or protections to replace: $____________
Expected monthly business operating expenses: $____________
Tax-payment plan or reserve requirement: $____________
Additional safety margin chosen for my household: $____________

Required average monthly business profit: $____________

Required Business Profit

I would consider reducing employment only when average monthly business profit reaches:

$____________

Required Consistency

The profit must remain at or above that level for:

__________ **consecutive months**

Why this period fits my situation:

Consistency Evidence Table

Month	Revenue	Expenses	Business profit	Cash collected	Customers	Largest-customer share	Hours worked	Threshold met?
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								

Required Reserve

Household emergency reserve target: $____________ or __________ months
Business reserve target: $____________ or __________ months

Reserve Readiness Check

Household reserve

- [ ] Target is based on required household expenses.
- [ ] Money currently exists.
- [ ] Money is held separately from ordinary spending.
- [ ] Permitted uses are written.
- [ ] Rebuilding plan is written.

Business reserve

- [ ] Target is based on expected operating expenses and risks.
- [ ] Money currently exists.
- [ ] Money is separate from the household reserve.
- [ ] Equipment, insurance, professional costs, and slow payments were considered.
- [ ] Rebuilding plan is written.

Household reserve currently funded: $____________
Business reserve currently funded: $____________
Reserve gap before transition: $____________

Benefits and Protection

Before reducing or leaving employment, I need a plan for:

- [ ] Health insurance
- [ ] Retirement contributions
- [ ] Disability protection
- [ ] Life insurance where relevant
- [ ] Paid time off replacement
- [ ] Taxes
- [ ] Business insurance
- [ ] Licensing or registration
- [ ] Household emergencies
- [ ] Other: ____

Benefits Replacement Plan

Benefit or protection	Current arrangement	Replacement option to verify	Estimated cost	Deadlin e	Verified source or adviser	Ready ?
Health insurance						
Retirement contributions						
Disability protection						
Life insurance						
Paid leave or sick time						
Business insurance						
Licensing or registration						
Tax administration						
Other						

Health Coverage Deadline Record

Expected date job-based coverage would end: ____________________

Marketplace Special Enrollment Period checked on: ________________

COBRA eligibility and cost checked on: ____________________________

Other household coverage options checked on: ______________________

Enrollment or election deadlines: _____________________________

Chosen next action: ____

Do not rely on this worksheet alone. Verify current rules and deadlines with official sources or qualified help before changing employment.

Customer Concentration

No single customer should represent more than:

__________% of business revenue

Customer Concentration Calculation

Review period: ____

Total business revenue during period: $____________

Largest customer revenue during period: $____________

Largest customer share: __________%

Calculation:

> Largest customer revenue ÷ total business revenue × 100

My chosen maximum concentration before transition: __________%

What happens if the largest customer leaves?

Corrective action if concentration is too high:

Household Agreement

People whose agreement or input matters:

Conditions they reasonably need to see:

Transition Options

Check acceptable intermediate steps.

- [ ] Stop taking overtime
- [ ] Change shifts
- [ ] Move to a lower-stress employer
- [ ] Reduce to part-time
- [ ] Take contract work
- [ ] Negotiate a flexible schedule
- [ ] Remain employed indefinitely while keeping the business small
- [ ] Move to full self-employment

Conditions That Would Delay Leaving

1. ____
2. ____
3. ____
4. ____

Transition Review Record

Next review date: ____

At that review I will use:

- [ ] Consistency Evidence Table
- [ ] Reserve Readiness Check
- [ ] Benefits Replacement Plan
- [ ] Customer Concentration Calculation
- [ ] Household Agreement
- [ ] Current business-hour capacity
- [ ] Current legal, tax, insurance, and registration information

Current decision:

- [ ] Remain employed with no change
- [ ] Stop or reduce overtime
- [ ] Request a schedule or shift change
- [ ] Seek a lower-stress employer
- [ ] Reduce to part-time
- [ ] Continue the business as a small side operation
- [ ] Prepare for full self-employment
- [ ] Delay the decision
- [ ] Stop the business test

Reason based on evidence:

Personal Exit Statement

> I will not leave my job just because I am frustrated or had one strong month. I will consider a change only when the business, household, reserves, benefits, and customer mix meet the criteria above.

Signature or initials: _____________________
Date: _____________________

PART 28 — SEVEN-DAY ACTION CARD

Do not finish the book and begin another month of research.

My Current Stage

Choose the first statement that is not yet complete.

- [ ] Offer and niche selected
- [ ] Proof sample completed
- [ ] First 25 prospects reviewed
- [ ] First five contacts completed
- [ ] Conversation or proposal step completed
- [ ] Accepted project delivered
- [ ] Dashboard updated and next outreach block scheduled

My first unfinished evidence step is:

What I Will Stop Researching for Seven Days

This pause does not declare the subject useless. It prevents it from replacing the current test.

Possible Actions at My Current Stage

Complete only the actions that move the first unfinished step.

- [ ] Confirm one offer or niche
- [ ] Inspect real businesses
- [ ] Complete or refine one proof sample
- [ ] Build or review prospects
- [ ] Contact five prospects
- [ ] Follow up
- [ ] Conduct a conversation
- [ ] Send a proposal
- [ ] Complete kickoff or delivery
- [ ] Update the dashboard
- [ ] Schedule the next market-facing block

My Seven-Day Schedule

Day	One required action	Time scheduled	Completed?
1			
2			
3			
4			
5			
6			

Day	One required action	Time scheduled	Completed?
7			

Evidence I Will Record

The Next Action I Will Take

Date and time: ____

Next review date: ____

Seven-Day Completion Gate

- [ ] I identified the first unfinished step.
- [ ] I paused one research distraction.
- [ ] I scheduled at least one market-facing action where my stage permits it.
- [ ] I defined the evidence I will record.
- [ ] I set the next review date.

FINAL SELF-AUDIT

Before calling the plan complete, answer every question.

The Offer

What am I selling?

Who am I selling it to?

What problem am I solving?

What evidence tells me the problem exists?

What exactly will I deliver?

What will I not deliver?

What will I charge?

What proof can I show?

The Customer

Where will I find 50 prospects?

What will I say to them?

What will I ask when someone responds?

How will I request a deposit?

The Work

How will I deliver professionally?

How many customers produce $1,000 in revenue?

When will I perform the work?

What evidence will make me continue?

What evidence will make me adjust?

What evidence will make me stop?

Final Operating Principle

> One customer. One problem. One useful result. One real test.