YOUR QUICK TOUR

One person. A workable plan.

You do not need to do everything to offer something valuable.

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Package a clear, bounded offer 5

Count hours before counting income 6

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YOUR FINISH LINE

One offer, one test customer and a week you can actually manage.

01 / MEET YOUR GUIDE

Lina has six imaginary job titles

Fictional example: Lina and all figures in her story are invented.



Monday: the everything shop

Lina offers logos, websites, captions, printing and event help. Every enquiry needs a new quote. By Friday, she is busy but unsure which work is worth repeating.

Next Monday: one useful promise

She tests a focused service: a five-page digital menu for independent cafes. One buyer, one deliverable and one revision round.

THE LESSON

A one-person business can use tools and outside specialists. The owner still needs a clear offer and a realistic workload.

02 / PICK YOUR STARTING POINT

One buyer. One repeat problem.

Choose the smallest useful problem you can solve well.

WHO needs help?

Be specific enough to find people. “Independent cafes with outdated menus” is easier to approach than “all businesses”.

WHAT is getting in their way?

Ask about the last time the problem happened. What did they do? What was frustrating? Listen for real work, not polite compliments.

WHY are you a good fit?

Start with a skill you can demonstrate and a result you can control. Design a readable menu; do not promise more cafe sales.

CAN it fit your week?

Check the time, customer access and tools needed. Avoid an offer that requires you to be available all day.

TRY THIS SENTENCE

I help [specific buyer] with [specific problem] by delivering [clear output].