

PROGRAM GUIDE

THE INDEPENDENT SECOND START

A practical starting point for experienced leaders considering independent work.

ToddMcKeever.com

FREE PROGRAM

INDEPENDENT SECOND START

FREE LEARNING PROGRAM

Program Guide | Your Independent Second Start

Four free working modules for experienced leaders whose careers changed unexpectedly and who are considering working for themselves. The goal is informed action, not an entrepreneurship promise.

What this program can do

A reader can leave with a real household stop rule, a buyer and problem, conversations with people who might buy, a scoped paid offer, and a decision supported by evidence. Sometimes the responsible result is to pause the business and protect income.

MODULE	QUESTION	WHAT YOU FINISH
1. Protect the Runway	What can the household safely risk?	Pressure dates, cash/bridge plan, stop rule
2. Find a Service	What problem can I solve for a reachable buyer?	Buyer, service card, price hypothesis
3. Approach Customers	Do buyers experience this problem and consider help?	Prospects, interviews, evidence
4. Test a Paid Offer	Is a bounded engagement worth doing?	Proposal, real economics, decision

Where to begin

If income, housing, health coverage or benefits are under immediate pressure, work the household portion of Module 1 first and seek qualified support. You can explore independent income at the same time, but do not treat hypothetical business revenue as certain.

What you do not need to buy first

A logo, website, online course platform, paid advertising or expensive software will not prove a customer needs your service. Early tests can be conducted with simple documents, honest conversations and appropriate professional safeguards.

Keep one record

My first pressure date and household stop rule

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My buyer, problem and narrowly defined service

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My strongest evidence from real conversations

_____

What I proposed, what a buyer actually did and any payment collected

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My next decision and review date

_____

After the free program

You can refine the offer, find bridge income, test another buyer or choose not to start a business now. The paid Corporate to Owner Operating Manual, Income Bridge Portfolio and Advanced Casebook offer optional deeper operational work, not missing essential steps.

Private facilitator note

If you use these modules in a one-on-one coaching conversation, apply the existing ABC method to the same reader material: the Mirror Moment for real constraints, Rhythm Reboot for actual capacity, One Focus Flow for the next buyer test, then review observable behavior. Coaching buys individualized attention and judgment, not access to the foundational answers.

Educational guidance only. The program is not legal, tax, financial, medical, benefits or employment advice. No customer or income guarantee.