

MODULE 02

FIND A SERVICE PEOPLE WILL PAY FOR

Turn what you have done into a specific offer for a real buyer.

ToddMcKeever.com

FREE MODULE

INDEPENDENT SECOND START

FREE LEARNING PROGRAM

Module 2 | Find a Service People Will Pay For

Your experience is valuable. The question is whether a buyer recognizes a problem you can solve, trusts your ability to solve it independently, and has a reason to pay.

The result you will take away

One reachable customer profile, a costly recurring problem, ethically shareable evidence, a defined first service, a price hypothesis and the assumptions Module 3 must challenge.

1. Inventory outcomes instead of job titles

List three situations you directly improved. Describe what went wrong, the judgment you exercised, the result, and proof you can share without taking employer property.

SITUATION / PROBLEM	WHAT I ACTUALLY DID	EVIDENCE I CAN SHARE
_____	_____	_____
_____	_____	_____
_____	_____	_____

People repeatedly sought my help when

_____

2. Name a buyer you can find

“Small businesses” is an audience category, not a customer definition. “Owners of local service firms adding a second crew” is specific enough to investigate. Someone must feel the cost and have authority to buy.

Type and size of organization

_____

Person experiencing the problem / person approving spend

_____

The event that makes the problem urgent

_____

Five real organizations I can approach ethically

_____

3. Test three problems

Rate each factor 0 (unknown), 1 (plausible) or 2 (supported by observed evidence). Unknown is not a failing grade. It tells you what to investigate.

PROBLEM	RECURS?	COSTS?	BUYER/BUDGET?	I CAN DELIVER?	SMALL START?
A: _____	__	__	__	__	__
B: _____	__	__	__	__	__
C: _____	__	__	__	__	__

Chosen problem and why I may be wrong

_____

4. Define a bounded service

A vague consulting promise can grow without limit. A first offer should name one service, one deliverable and one finish line. Examples might include a workflow review, onboarding assessment or decision-process audit, only where qualified and legally permitted.

SERVICE CARD	YOUR ANSWER
For which specific customer?	_____
What triggers the need?	_____
What exactly will I do?	_____
What will the customer receive?	_____
How long will it take?	_____
What is excluded?	_____
What will demonstrate acceptance?	_____
What do I still need to learn?	_____

5. Build a price hypothesis

Do not price solely from a former salary. Count prospecting, preparing, delivering, revisions, travel and administration, plus expenses and relevant tax/insurance obligations. The first fee is a testable estimate, not established market value.

COST ITEM	ESTIMATE
Prospecting and selling hours	_____
Preparation and delivery hours	_____
Admin and revisions hours	_____
Direct out-of-pocket costs	_____
Professional obligations to verify	_____
Fee hypothesis	_____
Expected date of actual payment	_____

One reason a buyer might decline even if I am qualified

_____

6. Take one service hypothesis into Module 3

Write this in ordinary language: “When [buyer] has [problem], I provide [bounded work], leaving them with [deliverable].” If it takes a long explanation of leadership models to make sense, the offer is still too broad.

My revised one-sentence service offer

_____

Fictional teaching example

Maya spent twenty years improving customer operations. “Strategic leadership consulting” earns polite replies but no purchasing discussions. Conversations with independent service owners suggest dispatcher onboarding failures are a more specific problem. Maya designs a limited handoff assessment to test with qualified buyers. The idea is clearer, but no sale is assumed.

Use only truthful, nonconfidential accomplishments. Verify licensing and scope. Real buyer behavior, not a scoring sheet, determines whether a market exists.