

MODULE 04

TEST YOUR FIRST PAID OFFER

Price, scope and test a small offer without risking the household.

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FREE MODULE

Module 4 | Make and Test Your First Paid Offer

An independent service becomes real when a buyer understands what they will receive, the price, the boundaries and the timing, and you can deliver without spending the financial and personal reserves you intended to protect.

The result you will take away

A one-page pilot proposal, real cost and capacity estimate, response and delivery record, and continue/adjust/pause/stop decision.

1. Choose one small, responsible result

"Transformation consulting" has no stopping point. A two-week workflow assessment delivered as a short findings report has a beginning and end. Promise only the work and evidence you can control.

SCOPE QUESTION	YOUR AGREEMENT
Buyer and signing decision-maker	_____
Problem in buyer's own words	_____
Activities included	_____
Deliverable and acceptance condition	_____
Excluded work	_____
Customer inputs required	_____
Dates and response times	_____

2. Know your numbers before stating the fee

EFFORT OR COST	PLAN	ACTUAL
Selling and scoping hours	_____	_____
Preparation and delivery hours	_____	_____
Revision and admin hours	_____	_____
Travel and other cash costs	_____	_____
Professional obligations to verify	_____	_____
Total fee quoted	_____	_____
Cash actually collected and date	_____	_____

A good hourly return must account for all hours, including selling, and real business costs. A collected payment on one pilot is not proof of a repeatable household income.

3. Write the one-page paid pilot proposal

To / date

_____

Problem we agreed matters

What I will do, and the finished deliverable

Time period and milestones

Fee and payment terms

What is excluded; what triggers a written scope change

How the customer approves the work

Before signing or receiving money, verify relevant contracts, licensing, insurance, confidentiality, intellectual property, taxes and benefit rules with qualified professionals. A worksheet does not replace a suitable written agreement.

4. Make the offer without apologizing for the price

After understanding the buyer's problem: "I can review [defined issue] over [period] and deliver [result]. The proposed fee is [amount] for that scope. Would you like a short written proposal?" Listen to the answer. If the buyer requests more work, clarify the revised scope and fee first.

5. Protect the independence you are trying to build

My weekly time / capacity ceiling

Included meetings and revision rounds

My rule for additional client requests

A new customer is not entitled to become your new boss. Completion, access and additional tasks must be defined. Decline regulated or specialist work beyond your competence.

6. Record the buyer's response and the actual work

EVIDENCE	OBSERVED RESULT
Proposal sent / date	_____
Agreement accepted or declined	_____
Payment terms / collection	_____
Actual total hours	_____
Cash expenses and other costs	_____
Customer feedback	_____
Repeat or referral evidence	_____
Effect on energy and household	_____

7. Your 30-day decision

Continue only if household protection and buyer evidence justify another bounded test. Adjust if demand exists but the buyer, scope or economics are wrong. Pause when immediate financial and benefit needs outrank experiments. Stop an offer when repeated evidence rejects it or the work does not fit your capacity.

My decision and the evidence that supports it

_____

The evidence that might prove my decision wrong

_____

The next external action, owner and date

_____

Fictional teaching example

Maya receives a request for an onboarding review, then a request to rewrite an employee handbook. She is qualified for the handoff assessment, not legal policy review. She keeps the original scope, offers to clarify any added work in writing, and refers inappropriate requests. One paid project is encouraging, but she measures the total hours before deciding whether to repeat it.

Completing the program means having a better-evidenced decision, not a guaranteed customer, income stream or business.