

WHAT ARE YOU ACTUALLY SELLING?

A business idea becomes easier to build when you can describe the thing a customer is actually paying to receive.

START WITH THE CHANGE - THEN CHOOSE THE VEHICLE.

People do not wake up wanting another PDF, course, appointment or package. They usually want help moving from a current problem toward a better result.

BEAUTY SKILL

Someone constantly asks how you create your makeup looks. A beginner makeup lesson, consultation or simple guided program.

HOME ORGANIZATION

You have a repeatable way to make chaotic spaces manageable. A room reset service, planning session or organization system.

CAREER EXPERIENCE

You know how to prepare people for interviews or promotions. A coaching session, review service or short preparation program.

BAKING / FOOD

People want the result you repeatedly create well. Custom orders, a class, recipe collection or guided workshop.

CREATOR AUDIENCE

People follow you and repeatedly ask the same practical question. A focused guide, workshop, service or small course that answers it.

LOCAL SERVICE

A customer has a problem they would rather pay someone to solve. A clearly defined service package with a specific scope and result.

YOUR V1 QUESTION

What is the smallest complete thing I can sell that helps the right person move toward the result I understand?

TURN WHAT YOU KNOW INTO A PRODUCT

You do not need twenty products. You need one clear starting product that matches a real problem and a result you can responsibly help deliver.

1. WHAT DO YOU KNOW?

Experience, skill, process, access, craft, profession or problem you have learned to solve.

2. WHO NEEDS IT?

A specific type of person already dealing with the problem - not 'everyone.'

3. WHAT CHANGES?

Describe the useful result or progress they are buying. Avoid promises you cannot control.

4. HOW CAN YOU DELIVER IT?

Service, session, package, workshop, guide, course, physical product, membership or another sensible format.

5. WHAT IS V1?

Choose the smallest complete version that can be delivered, tested and improved.

DO NOT BUILD THE WHOLE EMPIRE YET.

Pick the first useful product. Build it. Put it in front of people. Let evidence tell you what deserves to become bigger.

YOUR PRODUCT IS NOT YOUR OFFER

The product is what the customer receives. The offer is the reason the right customer can understand why this product matters now.

PRODUCT

What they buy and receive.

OFFER

How you make the value and decision clear.

PRODUCT: 60-minute closet organization session

OFFER: Get one problem closet reset with a simple keep / move / remove plan so you know exactly what happens next.

PRODUCT: Interview coaching

OFFER: A focused interview-prep session for professionals who know their experience but struggle to communicate it under pressure.

PRODUCT: Beginner cake decorating workshop

OFFER: A hands-on beginner session that takes you through one finished cake so you leave understanding the basic process instead of only watching tutorials.

A GOOD PRODUCT CAN STILL BE HARD TO SELL IF THE OFFER IS UNCLEAR.

BUILD THE SIMPLE V1 OFFER

Do enough to make the first buying decision clear. You can sharpen positioning, pricing and conversion after the market gives you evidence.

FOR V1, ANSWER FIVE QUESTIONS:

1 Who is this for?

2 What problem or desired result does it address?

3 What exactly do they receive?

4 What does it cost?

5 What should they do next?

YOUR V1 FINISH LINE

A stranger who fits the audience can understand what you sell, what they receive, the price and the next step without needing you beside them to explain it.

WANT TO GO DEEPER?

The Full System video course goes further into product selection, packaging, pricing, offer construction and testing - with guided examples and implementation tools.