

YOU ARE HERE

CHECKPOINT 04 - BUILD

Decide what you sell, make the basic offer clear, and finish the smallest complete version.

THIS MUST BE DONE BEFORE MOVING FORWARD

- ☐ I chose the first product/service I will sell.
- ☐ I can explain who it is for and the useful result/progress it addresses.
- ☐ I defined what the customer actually receives.
- ☐ I set a V1 price or pricing method.
- ☐ My basic offer answers: who, problem/result, what they get, price and next action.
- ☐ The product/service is complete enough to deliver to a real customer today.

DEFINITION OF DONE

The thing I am selling exists, can be delivered, and the basic buying decision can be understood.

ALL COMPLETE? -> NEXT: 05 - LAUNCH

NOT COMPLETE?

Continue the task, OR deliberately skip it and write why. Need deeper product creation, packaging or offer work? The Full System video course goes further.