01 / START WITH SOMETHING USEFUL

Your first service, clearly defined

A practical guide to turn one existing skill into a service brief you can explain, rehearse and improve. No website shopping required.

Being capable of many things is not the same as having a clear offer. A client needs to understand the work you will take off their plate, what they will receive and what you need from them. Start small enough to demonstrate your ability before making a large promise.

THE SHIFT

Not: “I can help with admin.”
Try: “I organize a coach’s approved intake questions into one usable form and test the confirmation message.”

The second version names the person, the work and a visible finish line. It does not promise more bookings.

Make your first choice

One skill I can already demonstrate, and an example of using it:

One type of client whose work I understand:

Your result: a bounded service brief on page 5. Save a copy before typing in a PDF reader, or print and write. Examples are illustrative, not client results.

02 / CHOOSE THE PROBLEM

Useful beats impressive.

Choose a task a real person recognizes, not a long list of software you know.

Separate the skill from the problem. “I know spreadsheets” is a skill; “new inquiries are scattered across email and notes” is a problem. A useful first service connects the two. Before claiming demand, listen to how potential clients describe their current process.

A WORKED EXAMPLE

Client: a solo consultant.
Problem: inquiries are hard to follow up because details live in several places.
Possible output: a simple inquiry tracker using information the client supplies.
Evidence still needed: does the consultant want a tracker, and will they maintain it?

A recurring task or frustration my chosen client faces:

The visible output I could produce to help:

One question I can ask to check the need without pitching:

Try: “How are you handling that now, and where does it get difficult?” A polite compliment on your idea is not the same as evidence that someone needs it.

03 / DEFINE A FINISH LINE

A boundary is part of the service.

Make the work easier to understand, estimate and deliver. “Anything you need” is not a scope.

A small package needs an included output, a limit and required inputs. The limit protects delivery quality, not just your time. State what counts as finished and when you can begin after receiving the materials. A revision is a change to agreed work; a new task needs a new agreement.

EXAMPLE: ONE INTAKE FORM

Included: one form from up to 10 approved questions, one test submission and one revision round.
Client supplies: final questions, wording and authorized access.
Not included: copywriting, complex automations or ongoing inbox management.
Timing: choose only after a timed rehearsal, not from this example.

Included output and quantity or limit:

Client inputs, excluded work and revision boundary:

How I will know the work is finished:

04 / REHEARSE BEFORE PROMISING

Test the work. Then test the promise.

Use invented or permitted information. Do not turn someone’s private data into a portfolio sample.

Walk through the service as if you had a client: receive the inputs, do the work, check it and explain the handoff. Time communication and checking as well as production. If the sample takes longer than expected, reduce the scope or allow more time before offering it.

CAPACITY IS NOT ALL BILLABLE

Illustrative week: 8 available hours minus 3 for learning, admin and finding work leaves 5 for delivery. A 2-hour sample does not prove you can deliver two client projects in that week: client communication, revisions and uncertainty also need room.

My sample, permitted data and quality check:

Estimated time → actual time; what I forgot to allow for:

My available delivery time and one scope change from the rehearsal:

Do not guess a selling price from this exercise alone. Pricing also needs costs, delivery time, scope and evidence of the client’s need. The course continues that work.

05 / KEEP THE USEFUL RESULT

Your one-service brief

Bring your best answers together. This is a working hypothesis, not a promise of clients or income.

I help [specific client] with [problem] by delivering [visible output]:

Included / not included / required client inputs:

Realistic delivery window and the evidence behind it:

One next action and review date:

BEFORE YOU SHARE IT

Can someone tell what they receive? Are the boundaries visible? Have you rehearsed the work? If not, revise one line or run one sample before polishing a logo.

Want to build the delivery around it?

Launch your VA business is the $27 USD one-time course. The original workshop, six updated companion lessons, service workbook, Modern VA field guide and client/pricing toolkit help you develop pricing assumptions, workflow, a credible pitch and a small launch experiment. This free brief is yours to use without buying.