

The 5-Day Clarity Challenge

WORKBOOK



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YOUR CLARITY WORKBOOK

DAY 1 – Should You Start With a Service or a Digital Product?

Goal: To determine the best starting point for your business: a service-based offering or a digital product.

Option 1: Service-Based Business

- I help someone live / 1-on-1 / or done-for-you.
- I have time to work with a few clients directly.
- I want faster income, even if it's not scalable yet.
- I want to learn by working with real people.

Reflection Lines - I choose **Service** because:

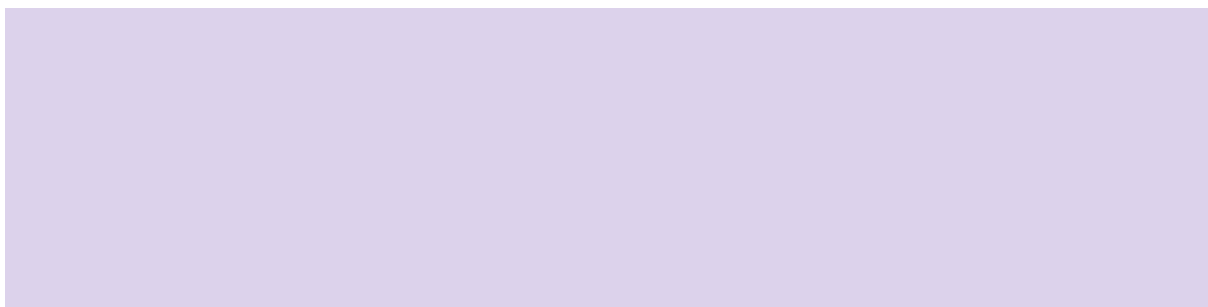
Option 2: Digital Product Business

- I create once, deliver automatically.
- I want flexible hours / less time-bound work.
- I'm okay with a slower start while I build trust.
- I want to grow over time and scale later.

Reflection Lines - I choose **Digital Product** because:



Action Step: Choose which business type suits you better and write down why. Post your choice inside the Skool challenge comments for Day 1. Or comment under the YouTube video if you're watching there.



DAY 2 – Find Your Target Audience + Their Problem

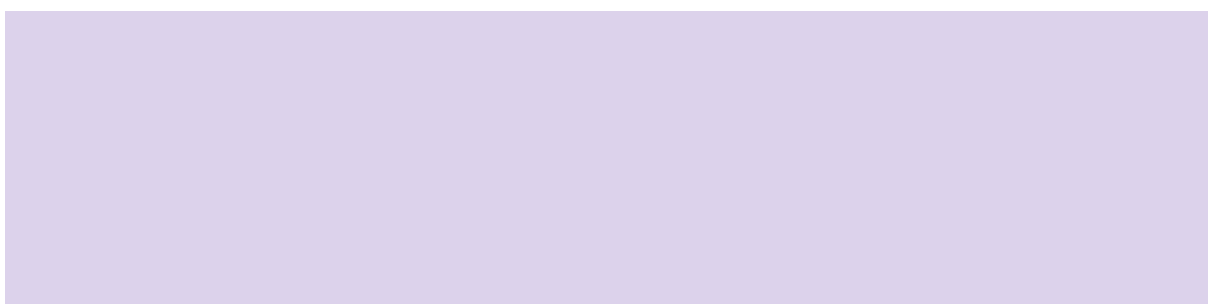
Goal: The goal today is not to pick a perfect niche. The goal is to get clear enough so you can move forward.

Step 1: Choose ONE Type of Person (WHO)

Think of someone you understand, relate to, or have experience with.

Examples: Stay-at-home moms, Working moms, Caregivers, Beginner online business owners, Creators who want to sell digital products, Women starting over after burnout.

I want to help:



Step 2: Identify ONE Main Problem (WHAT)

What is this person struggling with *right now*? Think about: What feels confusing? What feels overwhelming? What keeps them stuck? Examples: Starting an online business with no money, Not knowing what to sell, Feeling overwhelmed by tech, Not having time or energy, Being scared to start.

They are struggling with:



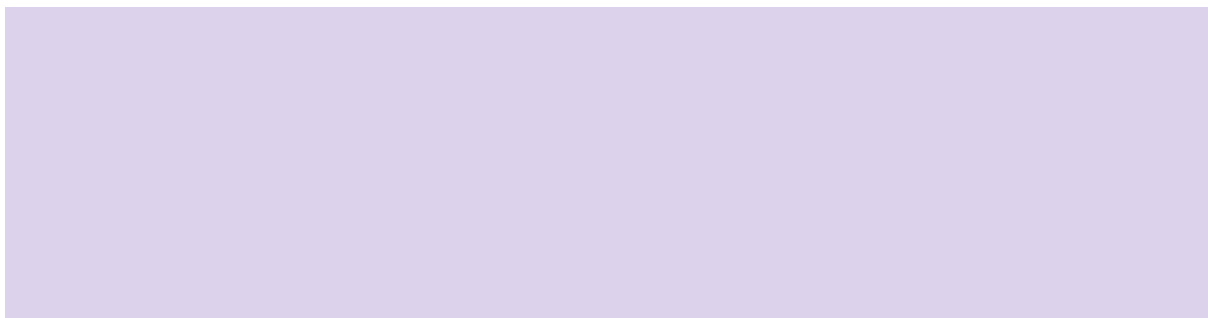
Step 3: Combine Into One Sentence

I help _____ who are struggling with _____
_____ so they can _____.

Reminder:

- Focus on ONE specific audience.
- Identify ONE key problem.
- Keep your sentence clear and concise. It does not have to sound fancy or be perfect.
- This is just the starting point! This is temporary, and you can change it later. It is a direction tool, not a lifetime decision.

Action Step: Refine your *clarity sentence* based on the steps above. Post your sentence in the Skool challenge comments for Day 2 or under the YouTube video if that's where you're watching.



DAY 3 – Create Your First Simple Offer Idea

Goal: Today is about turning clarity into something sellable, without pressure, perfection, or overbuilding. You are not committing to this forever. You are choosing a starting point.

Rewrite your clarity sentence:

I help _____

who are struggling with _____

so they can _____.

Choose Offer Type:

- Option A: Simple Service (e.g., 1:1 session, Audit or review, Setup or guidance call, Short-term support)
- Option B: Simple Digital Product (e.g., Guide or PDF, Checklist or action plan, Template, Workbook, Mini training)
- Option C: Hybrid = Service + Simple Resource (e.g., Call + worksheet, Coaching + guide, Support + checklist)

Check the option that feels most doable right now.

Define the Outcome (This is the most important part):

Instead of focusing on what's inside your offer, focus on what happens after. After using my offer, my ideal client will be able to:

Examples: know exactly what to sell, feel confident taking their next step, have a clear plan, complete one important setup.

Name Your Offer (Keep it Simple):

Your offer name does not need to be fancy. Simple formulas:

- “[Outcome] Starter Guide”
- “First Step to [Result]”
- “[Result] Clarity Session”
- “[Problem] Simplified”

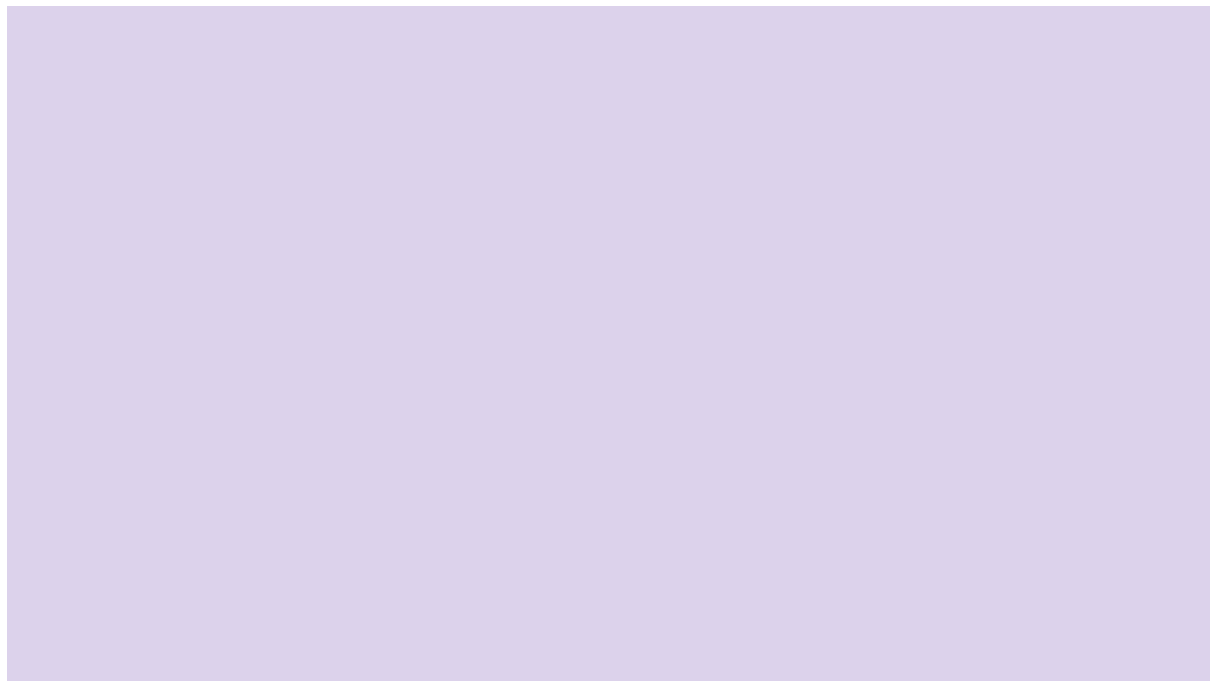
My offer is called:

Put It All Together:

I help [Target Audience] _____ who are struggling
with [Problem] _____ so they can [Outcome]
_____ with my [Offer Type] _____
_____ called [Offer Name] _____
_____.

Reminder: Keep it simple! This is just a starting point. You can refine it later.

Action Step: Finalize your offer idea using the structure above. Share your offer idea inside the Skool challenge comments for Day 3 or post it under the YouTube video if you’re following along there.



DAY 4 – Where Your Offer Fits in a Simple Online Business System

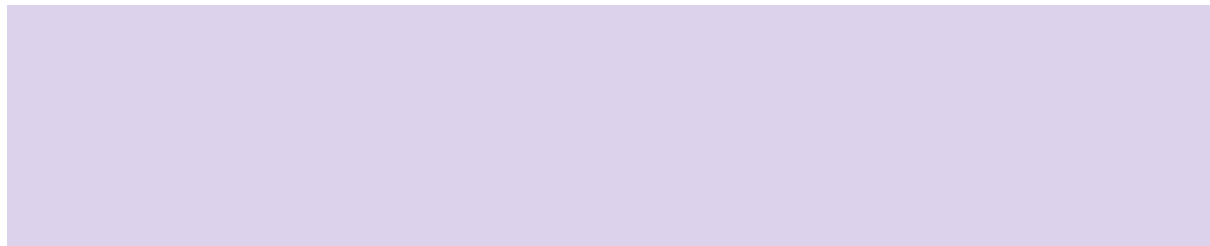
Goal: Today is about understanding how everything connects, not building anything yet. You're creating a big-picture view, so the tech stops feeling overwhelming.

A simple online business system consists of three parts:

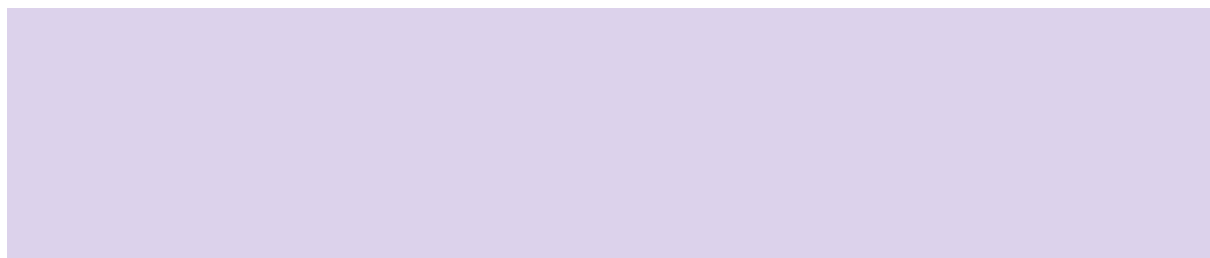
1. **Find you:** How do potential customers discover you?
2. **Trust you:** What do they see that builds trust?
3. **Take a clear next step:** What action can they take to learn more or buy?

Reflection Questions:

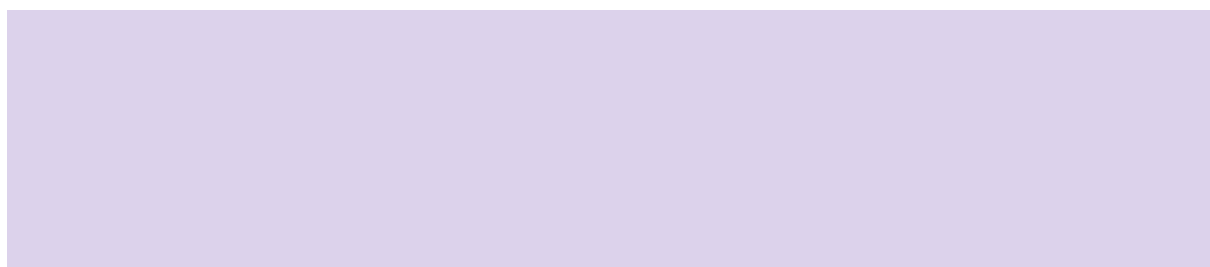
How do people find you? Examples: social media, a recommendation, a free training or challenge.



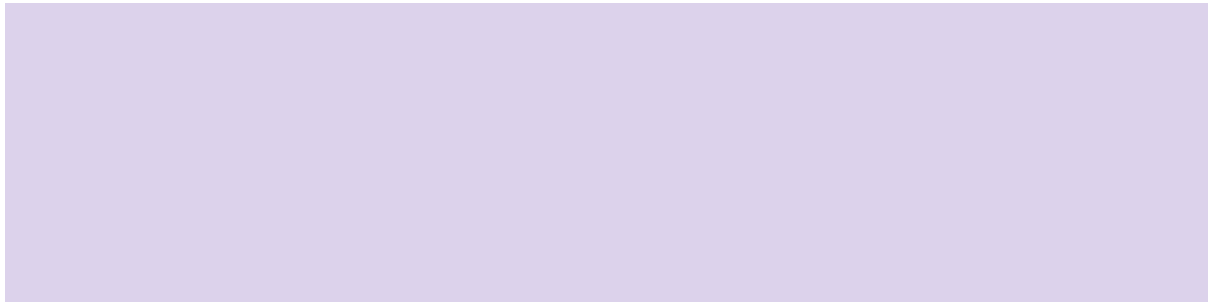
What do they see first? This is usually: a page, a free training, a simple explanation of what you offer.



What action do they take next? Examples: join your email list, join a free challenge, book a call, buy your offer.



How do you follow up? Most often, this is email. Email helps you: build trust, explain your offer, stay connected.



Reminder: Focus on simple systems that are easy to implement and maintain. It does not need to be perfect. It just needs to be clear.

DAY 5 – Build Simple Systems That Support You

Goal: Today is about creating sustainability, not pressure. You've built clarity. Now we focus on making that clarity easier to live with.

Revisit Core Clarity:

I help:

Solve this problem:

With this offer (service, product, or hybrid):

Identify the 3 Simple Systems You Need:

1. Your Visibility System: How will you consistently get in front of your ideal clients?

2. Your Offer System: How will you present your offer in a compelling way?

3. Your Follow-Up System: How will you nurture leads and convert them into customers?

Choose What to Simplify:

What is one thing you can eliminate to streamline your systems?

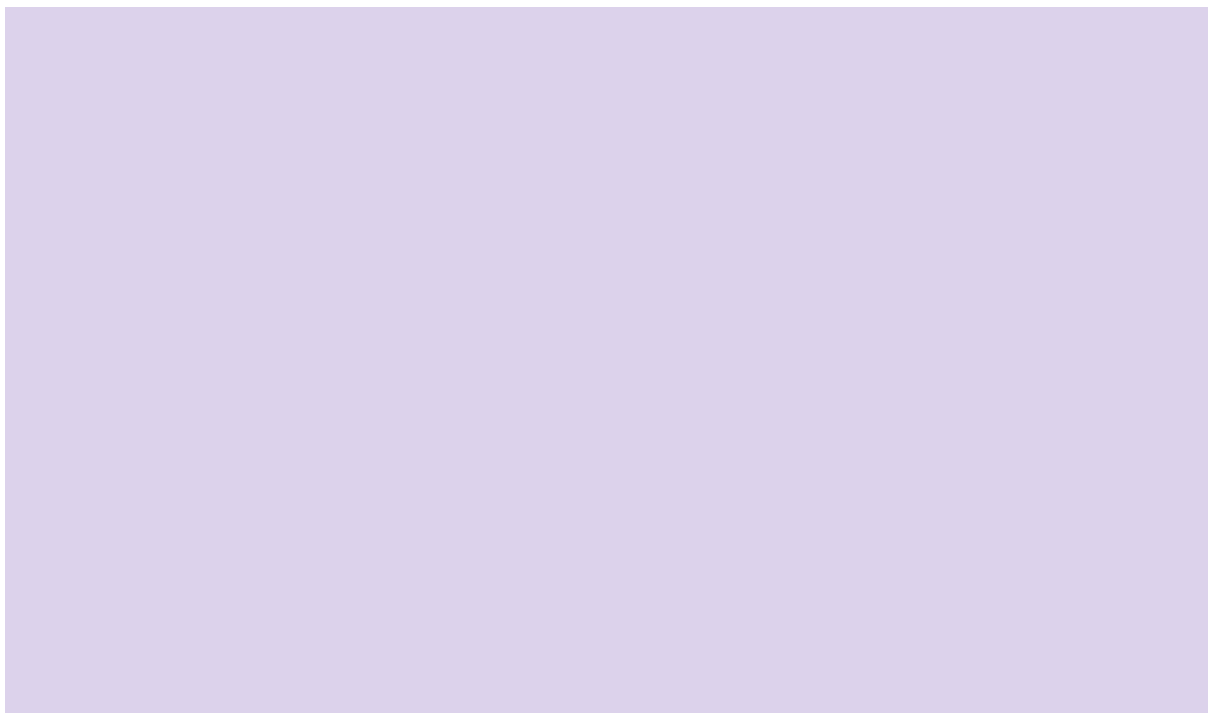
What is one thing you can automate to save time and energy?

Decide What Support Looks Like for You:

Who can you ask for help when you get stuck?

What resources do you need to succeed?

Final Reflection:



Congratulations! You now have:

- Clarity on your target audience and their problem.
- A simple offer idea that addresses their needs.
- A basic understanding of how your offer fits into an online business system.
- A plan for building simple systems that support your goals.

Final Action Step: Keep this worksheet as your starting roadmap. Decide your next small step. And remember: clarity + support = momentum.

If you want help implementing what you've mapped out in a community that understands your realities, join [Home Biz Builders](#).



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Community
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Build flexible income from home
around *real caregiving life.*

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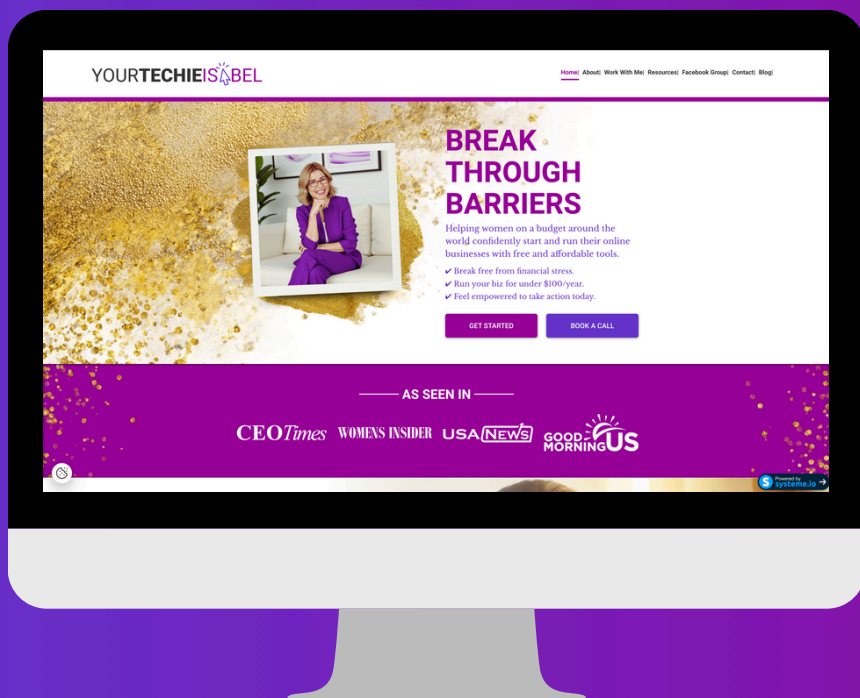
 Micro Budget Setup

HOME
Biz Builders
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Thank You!

Thank you for being part of this learning journey with me! Remember, every step you take is an integral part of your unique growth and success story. If you ever need further assistance or personalized support, you can access all my guides, courses, and community through my website.

I'm here to support you as you build your online business without financial barriers, and I look forward to seeing the amazing progress you'll make. With the right tools and resources, success is just around the corner, so take that next step confidently!



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