YOUR PERSONALIZED STARTING POINT

Business Starter Blueprint

Prepared for **Jordan Ellis** - a fictional customer

Three ideas. One focused starting point. A practical 30-day plan.

Meet the sample customer

Jordan enjoys organizing information, writing clear messages, and helping people get things done. Their background includes customer service and coordinating appointments. They want a small online service they can test alongside other responsibilities.

What this plan is built around

Available time: 6 hours per week
Comfortable startup budget: $100 beyond the Blueprint fee
Preferred setting: Online, from home
Resources already available: A laptop, internet access, and a phone
Constraints: No travel, no inventory, and no need to be on camera

The goal: Test whether a clearly defined service attracts interest before spending the full budget.

This sample shows the structure and level of detail customers can expect. Names, circumstances, prices, and budgets are illustrative. A paid customer receives a plan based on their own questionnaire.

EXPLORE YOUR OPTIONS

Three ideas that fit

01 / Virtual admin support

What you could offer: A small project that organizes a client-provided task list, drafts appointment reminders, and creates a simple weekly checklist.
Potential customers: Solo service providers managing bookings and everyday follow-up.
Why it fits: Uses Jordan's organization and customer service experience; can be completed remotely in short work sessions.
First test: Show a fictional sample checklist to five relevant business owners and ask which task causes the most friction.

02 / Written content repurposing

What you could offer: Turn one client-provided article or transcript into three short captions for client approval.
Potential customers: Creators or business owners with existing content and limited writing time.
Why it fits: Uses clear writing without requiring Jordan to film or appear on camera.
First test: Use Jordan's own writing to demonstrate a before-and-after example. Have the client confirm rights to any material supplied.

03 / Online event preparation

What you could offer: A run-of-show, reminder-message drafts, and an organizer checklist for a small virtual event.
Potential customers: Workshop hosts, community organizers, or independent educators.
Why it fits: Builds on coordination skills without travel or inventory.
First test: Create a fictional 45-minute workshop schedule and ask three hosts which preparation tasks they would delegate.

CHOOSE A STARTING POINT

Start with virtual admin support

Why this idea comes first

It is the closest match to the sample customer's existing experience. Jordan can show the work with one simple sample, set a narrow scope, and avoid buying equipment or building a separate website before testing demand.

Your first offer

Weekly Admin Reset - illustrative pilot price: $45
For one solo service provider: organize up to 15 client-supplied tasks into a prioritized checklist, draft up to three appointment reminder messages, and provide one revision. Deliver within three business days after receiving the information.

Scope: This pilot includes preparation of documents only. It excludes sending messages, managing accounts, accessing passwords, or handling sensitive customer records. Ask clients to remove private details from the materials they share.

A manageable first project

Allow up to two hours for delivery and one short revision, plus time for communication. Start with one pilot customer so Jordan can compare the actual workload with the available six hours per week.

How the test could earn revenue

One $45 pilot brings in $45 in gross revenue. Two pilots bring in $90 gross. These are examples, not forecasts; subtract any payment fees and other expenses. Record the time spent on outreach, communication, and delivery before deciding whether the price works.

Continue if: A customer finds the result useful, the scope stays manageable, and the work is something Jordan wants to repeat. Refine the offer if conversations show a different need.

KEEP THE FIRST TEST LEAN

Startup needs & budget

Illustrative planning allowances for this fictional customer. These are not current vendor quotes. Verify actual prices and any local requirements before spending.

Use what is already available

Laptop, phone, and internet: Already owned; no additional purchase assumed.
Documents and task tracker: Use an existing word processor or spreadsheet; $0 additional cost assumed.
Sample portfolio: One fictional checklist exported to PDF; $0 additional cost assumed.

Suggested allocation of the $100 budget

$0 - initial outreach and sample: Use existing tools and direct conversations.
Up to $20 - optional small expense: Only if a confirmed customer need makes it useful.
$80 - reserve: Keep available while testing demand. Do not treat the full budget as money that must be spent.

Costs to check before accepting work

Check payment-processing charges, any chosen software plan, and registration or tax requirements that apply to the actual business and location. Those amounts are not included in this sample budget. Avoid committing to recurring subscriptions until the service has a reason to use them.

Your first five steps

1. Write the offer and its limits in one paragraph.
2. Make a fictional checklist and reminder-message sample.
3. List ten relevant businesses to approach individually.
4. Ask about the problem before pitching a solution.
5. Agree on scope, price, timing, and payment terms in writing before beginning a pilot.

PUT THE IDEA INTO PRACTICE

Your 30-day action plan

Week 1 / Build a clear example

Use six hours to define the pilot, create the fictional sample, and identify ten relevant prospects. Ask two people whether the offer is understandable. **Finish with:** one offer paragraph and one sample PDF.

Week 2 / Listen and test interest

Contact five prospects individually, follow up once where appropriate, and record their feedback. Ask what they struggle with, how they handle it now, and whether the pilot would help. **Finish with:** a short list of recurring needs and objections.

Week 3 / Run one small pilot

If someone agrees to the offer, confirm terms and complete one paid pilot. Track all work time and ask for specific feedback. If there is no customer yet, revise the offer using feedback and contact five more prospects. **Finish with:** one completed test or a clearer second version of the offer.

Week 4 / Review and decide

Review conversations, paid pilots, gross revenue, expenses, and total hours. Ask whether the work fits Jordan's schedule and whether customers want to repeat it. **Finish with:** a decision to continue, adjust the scope or price, or test the second idea.

Track: People contacted ___ | Replies ___ | Paid pilots ___
Gross revenue $___ | Expenses $___ | Total hours ___

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This guide supports exploration and planning. It does not promise customers or income and is not legal, tax, or accounting advice. Adapt every recommendation to the real customer's circumstances.