

THE FIRST OFFER WORKSHEET

Five questions. Twenty minutes. One thing you could build this month.

You have spent years solving problems for other people. This worksheet finds the one you could turn into something of your own.

No tools to install. No coding. Just a pen, twenty quiet minutes, and honest answers. By the last page you will have a first offer written in one sentence, and a clear idea of who it is for.

Your first build is *simpler* than you think.

Most people picture an app with a login, a logo, and a launch. That is not the first build. The first build is the thing you already do on paper, in your head, or in a message you have typed fifty times, made once, properly, so someone else can use it.

A handover sheet. A one-page guide patients read before the visit. A reminder that goes out the day before. A quote that takes two minutes instead of an evening.

If you can explain it to a colleague over coffee, you can build it.

How to use this worksheet

- 1 Answer the five questions on the next two pages in order. Write the first honest thing that comes to mind. Do not polish.
- 2 Use the three examples on the last page if you get stuck. They show what a finished answer looks like.
- 3 Write your first offer in one sentence at the bottom of page four. That sentence is what you bring to Charlen Nexus.

Start with what people already ask you for.

Question 1

What do people keep coming to you for?

The favour, the advice, the fix. The thing colleagues, friends, or clients ask you, again and again, because you are the one who knows.

Question 2

What do you already do on paper, from memory, or in a message you have typed many times?

A checklist, a template, a set of steps, a reply you rewrite every week. If it lives in your head or your notes, it can live on a page.

Question 3

Who has this problem, and where do they gather?

Name the person, not the industry. A ward manager. A salon owner. A new project manager. Then name one place you could reach ten of them this month.

Question 4

What is the smallest useful version?

Not the app. The one-page guide, the reminder, the calculator, the template pack. What could you make once, properly, in a weekend?

Question 5

How could you offer it?

Circle one to test first. **A product** people buy once. **A service** you deliver for a fee. **A system** that improves your own business, then may be worth offering to others.

Now write your first offer in one sentence.

Use this shape: *For [the person from question 3], a [product / service / system] that [solves the problem from question 1], starting with [the smallest version from question 4].*

What a finished answer looks like.

Three people, three first offers, each one written the way the sentence on page 4 asks for it. Use them as a shape, not a script.

NURSE

Shift Handover Toolkit

For ward teams, a **product**: a one-page handover sheet and a per-patient checklist, so the next shift starts with the full picture.

SALON OWNER

Reminder Setup Service

For other salons, a **service**: the reminders and follow-ups that work, set up inside the booking software they already use.

PROJECT MANAGER

Handover Template Pack

For new project managers, a **product**: the templates, the steps, and a filled-in example to copy from.

Bring your sentence to Charlen Nexus.

Inside the membership we take that one sentence and build it with you: a working first version, tested with real people, with a price on it. Live sessions with the founder, one focus a month, no coding needed.

[See the membership at charlennexus.com](https://charlennexus.com)