

Minimum Viable Offer

Please keep in mind that all of this is building off of information that was inside One-Person Business Foundations. That information is a prerequisite to all of this. I would recommend reviewing it and applying it to everything you read in the coming sections.

First off, what is an “offer?”

Your offer is the perceived value of your product or service.

Marketing is just applied psychology and perception. Two products could contain the same exact information, but one could make 10x more because it was marketed in a different fashion.

Most people will tell you to wait until a certain follower amount to monetize.

Why in the world would you do that?

When selling a product? Maybe, if you:

- Don't have a system that will get results
- Don't have a large enough audience to promote to
- Don't have a strategy to leverage other's audience to get traffic

When selling a service? You should start as soon as possible.

Freelancers and consultants do it, why shouldn't you?

Think about it... just because you are building an audience and they aren't doesn't mean you can't start monetizing now.

How does a freelancer start landing clients?

- They learn the principles, fundamentals, and basics of a skill
- They piece together an offer that they will have to charge lower prices for
- They start reaching out immediately to get experience and uncover their blindspots
- They deliver the best possible results they can with their current experience

- They learn new skills and refine their offer according to feedback
- They get better, they charge more, they get referrals, and things get easier

Did they wait to start monetizing? No.

Did they wait until they had all of the information in the world to sell something? No, that's impossible. (And very similar to writing content, you don't need to be a traditional "expert").

You must USE your knowledge if you want to unlock the next level of knowledge.

Stay far far away from tutorial hell. Get used to failure as it's the only path to success.

Now, I personally don't recommend freelancing offers for the type of business we are trying to build here, but they can be a great *short-term* option for monetization. Unless you plan on building, scaling, and selling an agency — opt for consulting and education. That is much easier to productize, scale, and reduce time invested in the future. Consulting is the same as freelancing — done with you VS done for you. The only reason you feel like you can't sell a consulting service is ego. **You DO NOT have to start with freelancing.**

When building a one-person business, the people you are going to have the most access to are other one-person businesses, entrepreneurs, creators, freelancers, and individual consumers that are following you.

What do they all have in common?

They love doing things themselves.

Meaning that selling a freelance offer while building a large and broad audience is going to cause a lot of pain — I've seen it too many times. You're going to (hopefully) transition out of freelancing once your audience gets big enough, it's best to just pivot right now and open up the opportunity for more money.

This is an infinite opportunity market that is continuing to grow as individuals lose trust in big business. (And it is arguably the only way of doing what you want, and only what you want... having full control over your work and who you work with).

Your Minimum Viable Consulting Or Freelance Offer

PEOPLE WANT TO BUY THINGS.

So many people are afraid to ask for payment when people buy the most useless items left and right just for the sake of spending money.

It doesn't matter how basic your knowledge is. Someone who doesn't have that basic knowledge is more than willing to pay to understand it. They do it all the time with \$10 courses on Udemy, why would they not pay extra to get direct help with someone they follow, respect, and has possibly changed their view on the world through their content?

Managing your mind, emotions, and limiting beliefs is a huge part of online business (possibly more important than learning how to sell as a whole).

For each of the options below, and if you are an absolute beginner, you are going to start by charging \$250-\$500. This of course varies on what you are selling, but a pack of 4 consulting for ANY topic should never drop under \$250. Once you are feeling more confident and your audience is growing, ask for \$1000.

Once your Godfather offer comes together, \$2500-\$5000 will be your minimum.

Here are 2 options that you can start out with right off the bat.

For Consulting: A Pack Of 4 Calls

If your interests are knowledge-dominant, like:

- Productivity
- Performance
- Self-development
- Fitness and health
- Finance or budgeting
- Teaching a marketable skill like an online tutor

What do you talk about on these calls?

- Their goals
- What they are struggling with
- The system and outline you will build out in the next sections ;)

- Getting the fundamentals in place and helping them navigate their current level of knowledge in that subject

This is intimidating at first, but is the best way to grow and learn more about the people you can help the most. If your mind starts telling you what you can and can't do (when you haven't done it) don't listen to it.

For Freelancing: A Single Skill Beginner Level Service

If your interests are skill-dominant and marketable towards creators, professionals, and/or consumers in some cases, like:

- Web design
- Graphic design
- Email marketing
- Copywriting
- Other marketable skills

I would still recommend turning this into a consulting or mentorship offer for the sake of time.

You can research what is selling on Fiverr or Upwork, create your own version of the service, and sell it under your personal brand. Selling through your brand allows you to charge higher prices out of the gate.

An example of this would be:

- **Web design:** a simple landing page for a product or website for a creator.
- **Graphic design:** a profile branding package (profile picture, banner, and potentially product images) or content design for a platform like Instagram — you can offer to take their Tweets and send them well-designed images they can post on Instagram.
- **Email marketing:** a single email that promotes their product or a sequence of emails (we will learn how to do this in later modules, feel free to create a service out of it)

For Those That Don't Want To Freelance

I wish I would have gone straight into consulting from the start. Rather than building our funnels for creators, I would have made much more by teaching them how to do it themselves. I value self-reliance as many other creators do. Since they want to do it themselves, why would I limit

myself to a freelance offer just because I don't "feel" ready to teach? It just doesn't make sense. I don't feel ready to teach but I can build out the entire project for them?

If your prospect wants you to do it for them, you can have that offer in place, but I would recommend offering both in this case.

In this case, and if it helps, you can position it as "online tutoring."

Like in high school when you went to a tutor to get help on something specific. Was that tutor any more qualified than you were? Did they have access to any more resources? Or did they practice, research, and understand the subject just a tad more than you?

That's what you are doing with this, helping others learn the fundamentals and little nuances that they didn't have the time or energy to learn themselves.

Offer them a pack of 4 calls where you teach them what you know about your skill in alignment with their goals.

Now that we have a minimum viable offer in place, we can continue to iterate, systemize, and productize it over the course of 1-2 years with the information in this course.

The Low Friction Funnel

When I say "funnel," what I mean is the process in which a reader turns into a customer or conversion.

Your social media profile is a "funnel" — you are capturing attention with your content when it gets shared, they click on your attention-grabbing profile picture, they read your bio, skim through your profile, and decide whether or not they want to follow you. In this case, a follower is a conversion or "sale."

When it comes to selling your minimum viable offer, a pack of consulting calls, your funnel starts with your content.

People follow you > you build trust with diverse and interesting content > you have a conversation with them (we discuss this in-depth in the next module) > you get them on a call and pitch your offer.

For now, I want you to just be ready for when the time comes that you are able to help someone in exchange for money. You will be iterating and improving this offer throughout your lifetime as a creator.

We will add more to this as our offer becomes more complex (and we have a larger audience to ween off of direct outreach). For those that want to schedule a free or paid call, or pack of calls with you, you need 2 things:

Calendly

Calendly is by far the best scheduling software I've found. It's simple, clean, and intuitive. Most people won't have a problem figuring out how to schedule with you.

You can toy around with the features, set the times you are okay with taking calls, and send it to those that you connect with to schedule a call with you.

Having a strict schedule increases your authority because it shows you respect your time. If you are the one offering a service and they are paying you — do them a favor by sending your Calendly instead of going back and forth to figure out a time. If they can't work with any of the times you list, then work with them on finding an optimal time that works for both of you.

To start off on the right foot, I would recommend having a few questions on your signup page to help you. It's important to understand what and how you can help them with. If you don't know how to help them after they fill out the form — research. You have the internet. Don't let your ego gatekeep your own knowledge.

In 90 days, where do you see yourself relating to [what your offer helps with]? — This is a text box that allows them to tell you their goals.

What are your biggest sticking points relating to [what your offer helps with]? — This would be a multiple choice question relating to the problems associated with your skill or interest.

What are you looking to get out of our time together? — This will set the expectation for the calls (that you are looking to beat through preparation and research).

If you could have one problem solved immediately relating to [what your offer helps with] what would it be? — This will help prioritize what you will talk about on the call.

Stripe

While Calendly has an option to connect to Stripe or PayPal, I wouldn't recommend using that method. Preferably, you are going to send an invoice before you schedule a call with them (unless you are helping for free or for market research).

Stripe can be used for invoices or to connect and collect payments with certain hosting platforms like Kartra (which is what I use for all of my products, email marketing, and the rest).

Optional: Stan

Stan is a creator store platform. It helps you manage appointments, host lead magnets, courses, digital products, and communities, and also helps you accept payment fast.

If you want the easy and affordable route, go with Stan.



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The Notion Templates



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Creating Clarity



Self-Management



Pieces Of A Personal Brand