

Map Your Current Offers

Allow 20-30 minutes. Use fictional figures if you are still learning.

Your name / core skill / date:

1. Current offer, buyers and sales channels:

2. Three related buyer needs; which are based on actual requests?

3. Choose one idea and explain why it fits your skills:

Plan One Small Test

Protect your core service. Use a budget and time limit you can afford.

4. Buyer, deliverable, price, timing, revisions and exclusions:

5. Test budget, weekly hours and review date:

6. Evidence of demand and how you will approach suitable buyers:

7. What would make you continue, adjust or stop?

Payments, Costs and Time

Keep unpaid invoices separate. Deduct each fee or cost once.

8. Offer / client / invoice due date / actual receipt date:

9. Gross payments / fees / other direct costs / shared costs:

10. Preparation, sales, delivery, admin and support hours:

11. Profit before tax and amount per total business hour:

Monthly Review and Next Steps

More offers do not automatically mean more profit or less dependence.

12. Client and platform concentration; what still depends on one source?

Monthly review checklist

- ☐ Compare buyer interest with actual paid orders.
- ☐ Review received payments separately from unpaid invoices.
- ☐ Check costs and count each expense once.
- ☐ Include preparation, sales and support hours.
- ☐ Check quality and existing client deadlines.
- ☐ Review dependence on clients and sales channels.
- ☐ Choose: continue, adjust or stop the test.

One action to complete within the next 7 days:

Next: Lesson 35 - Scaling from Freelancer to Agency

<https://moneyonlineers.com/scaling-from-freelancer-to-agency/>