

Worksheet 02 — Ship your first tool in a week

From Chapter 4 — Give away the checklist. Done beats perfect. v2 ships after real people use v1.

. . .

Write it — days 1–3

- ☐ Pick the single question clients ask you most — the one you answer on every call:

- ☐ Write the answer as a checklist in the CUSTOMER's words (what *they* do, not what you know). Draft the steps:

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

- ☐ Add the **philosophy sentence** at the top — why this matters, memorable enough to repeat:

- ☐ Add **one mental model** they can carry away (a triangle, a window, a rule of thumb):

- ☐ Name **one honest limitation or exclusion** inside the tool:

This won't help you with _____.

Build it — days 4–5

- ☐ Put it on one page with exactly ONE call to action at the end — an email pre-filled with your intake fields.
- ☐ No email gate, no signup wall. (*The whole point is generosity.*)
- ☐ Make it print clean: blank boxes, no navigation, readable in black and white.
- ☐ Read it out loud once. Rewrite or cut every sentence that sounds like a brochure.

Spread it — days 6–7, and forever

- ☐ Send it personally to ten past clients with one line: “*made this, thought of you.*”
- ☐ Offer a co-branded version to your top three referral partners — their name on top, yours as quiet credit:

1. _____ 2. _____ 3. _____

- ☐ Hand the printed version out where your customers already are.
- ☐ Track ONE number: how many inquiries arrive **already having used the tool.** → _____
- ☐ Watch for a repeated NEW question — that’s tool number two:

. . .

Verdict — is the tool bringing pre-taught inquiries? ☐ Yes ☐ Not yet — ship v2
