

Worksheet 04 — The adjacency audit

From Chapter 6 — Find the business hiding next to yours. Do the whole thing in one sitting. Momentum matters.

. . .

Map — facts first, opinions later

- ☐ List every service your customers buy within 30 days **before or after** yours. Aim for at least ten.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

- ☐ Mark the ones you could deliver at your **current quality bar** within 90 days.
- ☐ Cross out anything that would confuse or cheapen your existing brand.
- ☐ Circle the ONE with the most customer overlap and the shortest referral sentence.
- ☐ Write that referral sentence — the exact words your current business would use to hand a customer over:

Design — architecture before effort

- ☐ Write the seam sentence: “We do X. They do Y.” (*If you can’t write it, the businesses will blur.*)

We do _____. They do _____.

- ☐ Decide the relationship: **same brand / sister brand / partner referral**. (*Different trust contracts need different brands — see Chapter 7.*) → _____
- ☐ Define the idle criteria for your CURRENT business — what must be systematized before you split your attention:

- ☐ Pick the first shared asset — one checklist, guide, or tool that serves both businesses’ customers: _____
- ☐ Name the new business’s honest exclusion — what it will publicly NOT do:

Prove — ninety days, then a verdict

- ☐ Soft-launch to existing customers only — no ads, just the referral sentence in real conversations.
- ☐ Track referrals BOTH directions, monthly. (*A flywheel spins both ways, or it’s just a side hustle.*)
- ☐ **Put the kill-or-keep date on the calendar now**, before you’re emotionally invested:
_____ / _____ / _____
- ☐ At day 90: keep it **only if** referrals flowed both ways without you forcing them.

. . .

Verdict (fill in on the date): ☐ Keep ☐ Kill ☐ One more cheap test

Notes / what the evidence actually said: >
