

PRACTICAL EXECUTION MANUAL

A practical system for independent builders. No fake proof. No income promise.

FIELD MANUAL

THE NO-BS MICRO-OFFER PLAYBOOK

Build a sellable \$250-\$1,500 service offer in 48 hours - without ads, an audience, or fake proof.

FOR FREELANCERS, OPERATORS, AND FIRST-TIME DIGITAL SELLERS

PROMISE	FORMAT	RULE
One clear micro-offer	48-hour build sprint	Sell the deliverable, never a fantasy

READ THIS FIRST

A useful product, not an income claim.

This manual helps you package a skill into a small, concrete service and take it to market. It cannot make buyers appear, guarantee revenue, or replace legal, tax, or professional advice. Your result depends on the problem, the offer, the market, your execution, and plain luck.

THE STANDARD

Every claim in your offer must be true today. If you do not have client results, show capability, process, judgment, and a working sample. Never invent a logo, testimonial, revenue number, deadline, or identity.

HOW TO USE THIS BOOK

Read the Quickstart once. Then work through Chapters 1-7 with the companion workbook open. Do not polish for a week. Your first goal is one credible offer page, one capability demo, and 30 relevant people who can honestly say yes or no.

- Use the scorecards to reject weak ideas before you spend time building.
- Make the scope smaller than your ego wants. Reliability is a sales asset.
- Price the deliverable, not your dream income.
- Treat outreach as research with a purchase option, not as pressure.
- Track replies, calls, and sales separately. Attention is not revenue.

CONTENTS

00	48-hour quickstart	A shipped offer, not more notes
01	The micro-offer model	A bounded promise
02	Pick a painful problem	A scored buyer/problem pair
03	Design the deliverable	Scope, deadline, inputs, handoff
04	Price without fantasy	A rational price floor and ladder
05	Proof before clients	A truthful capability demo
06	Build the sales path	One page and one clear CTA
07	Launch and follow up	30 prospects and a 7-day cadence

CHAPTER 00

The 48-hour quickstart

You are not building a company in two days. You are building a clear buying decision and collecting market evidence.

DAY 1 / MORNING - CHOOSE

Write down three skills you can already perform to an acceptable standard. For each, name one expensive or annoying business problem it can reduce. Score each pair using Urgency, Value, Repeatability, Access, and Proofability. Chapter 2 gives the exact filter.

DAY 1 / AFTERNOON - PACKAGE

Turn the winning problem into one deliverable with a fixed boundary. Define inputs, deadline, exclusions, handoff, and one revision rule. Create a capability demo that proves the work exists without pretending a client hired you.

DAY 1 / EVENING - PUBLISH

Build a one-page sales asset: who it is for, the problem, what arrives, how the process works, price, boundaries, proof, FAQ, and one call to action. A plain hosted page or a reputable marketplace listing is enough.

DAY 2 - DISTRIBUTE

Build a list of 30 relevant buyers. Send ten personalized notes, publish one useful teardown or build log, and ask five people for a specific referral. Follow up with context, not guilt.

DEFINITION OF SHIPPED

A stranger can see the scope, price, timeline, evidence, exclusions, and next step without asking you to explain the business model in a call.

0-2	Score 3 problems	One buyer/problem pair wins
2-5	Define the deliverable	Scope fits on one screen
5-9	Build a capability demo	A live or downloadable artifact exists
9-14	Write and publish the page	Checkout or inquiry path works
14-20	Build a 30-person list	Every name has a reason
20-36	Send and publish	10 notes + 1 public value post
36-48	Follow up and revise	Objections update the offer

CHAPTER 01

The micro-offer model

A micro-offer is a small commercial promise with a hard edge: one buyer, one problem, one deliverable, one price, one deadline.

THE FIVE PARTS

Buyer	Who urgently cares?	Small businesses	Independent dentists running Google Ads
Problem	What is broken now?	Need marketing	Ad clicks land on a generic homepage
Deliverable	What physically arrives?	Growth strategy	One campaign landing page + intake form
Boundary	What keeps it reliable?	Unlimited revisions	One campaign, one revision, supplied assets
Decision	How do they buy?	Contact me	\$650 fixed, intake after payment

WHY SMALLER SELLS FASTER

A buyer can approve a bounded test faster than an open-ended transformation. A seller can estimate it, deliver it, and show it. The goal is not to look small. The goal is to remove unknowns.

- Specificity reduces the number of questions before purchase.
- A fixed handoff gives the buyer something concrete to value.
- A short deadline creates operational discipline, not fake urgency.
- A narrow first sale creates evidence for a larger second offer.

THE SENTENCE

I help **[specific buyer]** fix **[expensive visible problem]** by delivering **[named artifact]** within **[realistic window]** for **[fixed price or clear starting price]**.

WHAT A MICRO-OFFER IS NOT

- A vague promise to make money, go viral, or change a life.
- A disguised full-service retainer squeezed into a low price.
- A template resold without the rights to resell it.
- A fake scarcity timer or invented customer count.
- A shortcut around licenses, platform rules, tax, identity, or consumer law.

CHAPTER 02

Pick a painful problem

Do not begin with a format. Begin with a costly moment that a reachable buyer already recognizes.

THE U-V-R-A-P FILTER

Score every factor from 0 to 4. Reject any idea below 14/20. An elegant offer for an unreachable or indifferent buyer is still a weak business.

Urgency	Someday	This quarter	Blocking work or spend now
Value	Nice to have	Saves hours	Touches revenue, cost, risk, or deadline
Repeatability	Every job unique	Some shared steps	80% standardizable
Access	No idea where buyers are	One weak channel	Can name 30 buyers today
Proofability	Needs months of results	Can show process	Can build a truthful demo now

FIND EVIDENCE WITHOUT PRETENDING

- Read job posts and buyer requests. Save the exact words used for the problem.
- Review public sites, listings, or workflows and log repeated failure patterns.
- Ask five operators what they currently do, what breaks, and what they already pay for.
- Look for deadlines, compliance windows, ad spend, sales handoffs, or visible backlog.
- Record counter-evidence. If buyers solve it cheaply in ten minutes, move on.

SIX ETHICAL STARTING POINTS

Local ad buyer	Clicks hit a generic page	Campaign-specific lead page
Solo consultant	Calls end without a clear proposal	48-hour proposal kit
Small SaaS team	New users miss first value	Onboarding friction teardown
Podcast host	Episodes die after publishing	One-episode content repurpose pack
Recruiter	Role outreach sounds generic	Candidate outreach message system
Course creator	Refund questions repeat	Buyer expectation + FAQ pack