



IS THIS ACTUALLY A BUSINESS?



A quick reality check for turning your idea
into something people might actually buy.

CLARITY. CONFIDENCE. MOMENTUM.

1

WHAT ARE YOU ACTUALLY SELLING?



You've got an idea.

Maybe you've already bought the domain, started the Instagram account or begun tinkering with a website.

Knowing what you do is not the same as knowing what somebody is buying.

"I'm a therapist." "I'm a consultant."

"I sell supplements."

None of those really tells me what I'm paying for.

But before you spend too much time building the stuff around the business, there are three things worth getting clear on first.



ASK YOURSELF

- What does someone actually get when they work with me?
- What problem am I helping them solve?
- Could I explain that in one simple sentence?



TRY THIS

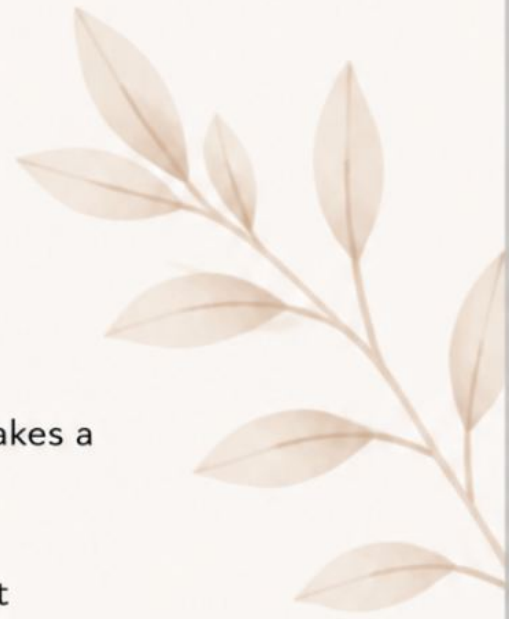
Tell someone what your business does and ask them to tell you, in their own words, what they think you're selling.

Don't help them.
Their answer may tell you more than yours.



2

WHO IS IT REALLY FOR?



Trying to be for everyone usually makes a business harder to understand.

You don't necessarily need a perfect "ideal client profile". But you do need to know who is most likely to look at what you offer and think:

I need that.



ASK YOURSELF

- Who do I most want to work with?
- What is happening for them when they need my help?
- Why would solving this matter to them now?



TRY THIS

Write down three real people who could potentially use what you offer.

If you can't think of anyone, that's useful information.



3

ARE YOU BUILDING A BUSINESS OR PREPARING TO BUILD ONE?



Websites, logos, social media and courses can all be useful. But they can also keep you very busy without bringing you any closer to a customer.

At some point, the idea has to meet the **real world**.



ASK YOURSELF

- What have I done recently that could actually lead to someone paying me?
- Am I hiding behind preparation?
- What is one thing I could test this week?



TRY THIS

Choose one action that creates the possibility of a customer and stick to it.

Then do it again. Momentum comes from repeating the actions that put your business in front of real people.

Send the email.

Start the conversation.

Put the offer out.

Ask for the introduction.

Test the idea.



SO – WHAT DID YOU NOTICE?

You probably don't need to have
everything figured out yet.

But you do need to know where
you're clear and where you're
still guessing.

And sometimes that's surprisingly
difficult to see when it's your
own business.



5

WANT ME TO LOOK AT IT?



If you'd like another pair of eyes on your answers, you can send them to me for a

PERSONAL BUSINESS REALITY CHECK

For £27, I'll review what you've written and come back to you with:

- ✓ what looks clear
- ✓ where I think you're making assumptions
- ✓ the biggest gap or opportunity I can see
- ✓ the three things I'd focus on next



Ready for my eyes on it?

Just head back to the email you received with this guide and click the button to get your Personal Business Reality Check.



I'll review your answers and respond personally.
No automated score. No generic report.

