

## Appendix A · Worksheets

You can fill in the worksheets directly in the book or download them as printable templates:  
[www.quantwohl.com/book](http://www.quantwohl.com/book)

### A1 · Skills inventory (Chapter 3)

| Capital                                                         | My notes     |
|-----------------------------------------------------------------|--------------|
| Professional: What am I particularly good at?                   |              |
| Personal: How do I deal with people?                            |              |
| Network: Whom do I know, who knows me?                          |              |
| Industry knowledge: Which industries do I know from the inside? |              |
| What do people keep asking me for?                              |              |
| What do I never want to do again?                               |              |
| <b>My three core skills</b>                                     | 1. · 2. · 3. |

## A2 · Three options (Chapter 5)

| Criterion                   | A · Premium | B · Standard | C · Digital |
|-----------------------------|-------------|--------------|-------------|
| Idea in one sentence        |             |              |             |
| Fits my skills              |             |              |             |
| Benefit for the customer    |             |              |             |
| Willingness to pay          |             |              |             |
| Urgency                     |             |              |             |
| Effort until the first euro |             |              |             |
| Scalability                 |             |              |             |
| Capital required            |             |              |             |
| Dependence on me            |             |              |             |

### A3 · Value ladder (Chapters 7 and 8)

| Level                                  | My offer | Price | Start (month) |
|----------------------------------------|----------|-------|---------------|
| Free                                   |          | 0     |               |
| Leverage (prompt, book, course, group) |          |       |               |
| Low price                              |          |       |               |
| Mid price or subscription              |          |       |               |
| Premium                                |          |       |               |
| Second track (optional)                |          |       |               |

## A4 · Numbers on one page (Chapter 9)

| Item                                                     | Amount per month |
|----------------------------------------------------------|------------------|
| Running costs (software, insurance, advice, advertising) |                  |
| Owner's pay (what I need to live on)                     |                  |
| <b>Break-even (total)</b>                                |                  |
| Revenue, cautious                                        |                  |
| Revenue, medium                                          |                  |
| Revenue, good                                            |                  |
| Start-up costs (one-off)                                 |                  |
| Reserves last ... months in the worst case               |                  |

## A5 · Business Model Canvas (Chapter 10)

| Key partners | Key activities | Value proposition | Customer relationships | Customer segments |
|--------------|----------------|-------------------|------------------------|-------------------|
|              |                |                   |                        |                   |
|              | Key resources  |                   | Channels               |                   |
|              |                |                   |                        |                   |

| Cost structure | Revenue streams |
|----------------|-----------------|
|                |                 |

## A6 · Your business on one sheet (Chapter 10)

| Field                          | My answer |
|--------------------------------|-----------|
| Idea in one sentence           |           |
| Target customer                |           |
| Urgent problem                 |           |
| Offer and price                |           |
| How customers find me          |           |
| What makes me different        |           |
| Break-even                     |           |
| Most important test in 30 days |           |
| Biggest risk                   |           |

## A7 · Weekly numbers (Chapter 12)

| Week | Conversations | Offers | Deals | Delivery hours | Revenue |
|------|---------------|--------|-------|----------------|---------|
| 1    |               |        |       |                |         |
| 2    |               |        |       |                |         |
| 3    |               |        |       |                |         |
| 4    |               |        |       |                |         |
| 5    |               |        |       |                |         |
| 6    |               |        |       |                |         |

## A8 · Your 90-day workbook (Chapter 12)

Take ten minutes every Monday for planning and ten minutes every Friday for review. The focus of each week is a suggestion. Adapt it to your plan.

|                                                                               |  |
|-------------------------------------------------------------------------------|--|
| <b>Week 1 · Focus: offer on one page, update profile, clarify formalities</b> |  |
| Goal of the week                                                              |  |
| My three most important tasks                                                 |  |
| Conversations · offers · deals                                                |  |
| What did I learn?                                                             |  |
| What will I leave out next week?                                              |  |

|                                                                    |  |
|--------------------------------------------------------------------|--|
| <b>Week 2 · Focus: 20 personal messages, arrange conversations</b> |  |
| Goal of the week                                                   |  |
| My three most important tasks                                      |  |
| Conversations · offers · deals                                     |  |
| What did I learn?                                                  |  |
| What will I leave out next week?                                   |  |

| <b>Week 3 · Focus: hold conversations, make first offers</b> |  |
|--------------------------------------------------------------|--|
| Goal of the week                                             |  |
| My three most important tasks                                |  |
| Conversations · offers · deals                               |  |
| What did I learn?                                            |  |
| What will I leave out next week?                             |  |

| <b>Week 4 · Focus: win pilot customers, prepare first delivery</b> |  |
|--------------------------------------------------------------------|--|
| Goal of the week                                                   |  |
| My three most important tasks                                      |  |
| Conversations · offers · deals                                     |  |
| What did I learn?                                                  |  |
| What will I leave out next week?                                   |  |

| <b>Week 5 · Focus: deliver, measure time</b> |  |
|----------------------------------------------|--|
| Goal of the week                             |  |
| My three most important tasks                |  |
| Conversations · offers · deals               |  |
| What did I learn?                            |  |
| What will I leave out next week?             |  |

|                                                                  |  |
|------------------------------------------------------------------|--|
| <b>Week 6 · Focus: deliver, improve templates, publish posts</b> |  |
| Goal of the week                                                 |  |
| My three most important tasks                                    |  |
| Conversations · offers · deals                                   |  |
| What did I learn?                                                |  |
| What will I leave out next week?                                 |  |

|                                                                               |  |
|-------------------------------------------------------------------------------|--|
| <b>Week 7 · Focus: collect references (with consent), improve the process</b> |  |
| Goal of the week                                                              |  |
| My three most important tasks                                                 |  |
| Conversations · offers · deals                                                |  |
| What did I learn?                                                             |  |
| What will I leave out next week?                                              |  |

| <b>Week 8 · Focus: interim review: what is working, what is not?</b> |  |
|----------------------------------------------------------------------|--|
| Goal of the week                                                     |  |
| My three most important tasks                                        |  |
| Conversations · offers · deals                                       |  |
| What did I learn?                                                    |  |
| What will I leave out next week?                                     |  |

| <b>Week 9 · Focus: introduce the regular price</b> |  |
|----------------------------------------------------|--|
| Goal of the week                                   |  |
| My three most important tasks                      |  |
| Conversations · offers · deals                     |  |
| What did I learn?                                  |  |
| What will I leave out next week?                   |  |

| <b>Week 10 · Focus: present the follow-up offer</b> |  |
|-----------------------------------------------------|--|
| Goal of the week                                    |  |
| My three most important tasks                       |  |
| Conversations · offers · deals                      |  |
| What did I learn?                                   |  |
| What will I leave out next week?                    |  |

|                                         |  |
|-----------------------------------------|--|
| <b>Week 11 · Focus: win one partner</b> |  |
| Goal of the week                        |  |
| My three most important tasks           |  |
| Conversations · offers · deals          |  |
| What did I learn?                       |  |
| What will I leave out next week?        |  |

|                                            |  |
|--------------------------------------------|--|
| <b>Week 12 · Focus: prepare the review</b> |  |
| Goal of the week                           |  |
| My three most important tasks              |  |
| Conversations · offers · deals             |  |
| What did I learn?                          |  |
| What will I leave out next week?           |  |

| Day 90 · Decision                     |  |
|---------------------------------------|--|
| Paying customers so far               |  |
| Revenue in the 90 days                |  |
| What worked best?                     |  |
| What did not work?                    |  |
| My decision: Continue · Adjust · Stop |  |
| My next step                          |  |

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