
A P R E O R D E R S A M P L E

The Workbook

Where the story turns into yours.
Print these. Grab a pen.

Chapter 1: Start with you
Chapter 2: Find your way in

CHAPTER ONE

Start with you

Every founder starts in the same place. Not with a plan, but by paying attention to what's already theirs.

In the story, Andre stopped waiting for a big answer and started noticing what came easy to him, fixing the thing that's a little off, keeping people calm. Sophie wrote one line in a notebook: things I'm actually good at. That's the whole first move, and it's yours to make now. Grab a pen. There are no wrong answers, and nobody is grading this. It's just you, getting to know the most important part of any business. You.



1. What comes easy to you?

Not what you're supposed to be good at. What actually comes easy, the stuff you barely have to try at. Think about what people ask you for help with, or what you do without anybody telling you to.

1. _____
2. _____
3. _____

2. When do you lose track of time?

Sophie forgot all about dinner because she was fixing a pair of jeans. What is the thing you get so into that you look up and a whole hour is gone?

3. What do people come to you for?

Andre was the one his little sister came to when her project fell apart. Who comes to you, and what for? Little stuff counts. Advice, help, jokes, fixing things, just listening.

4. Circle the one that is most you.

Look back at everything you wrote. One of them probably feels the most like you, the one you'd keep doing even if nobody paid you a dime. Circle it. Star it. That's your starting point.

5. Write your founder sentence.

Fill in the blanks. Then say it out loud. It should feel a little bit true and a little bit exciting.

I'm the kind of person who

and the thing I do best without even trying is



Before you go on.

You just did the first thing every founder does, figured out what's already yours. Hold onto that circled skill and that founder sentence, because you'll build everything else on top of them. Next chapter, we turn your thing into a way to actually make money.

CHAPTER TWO

Find your way in

There are only four ways to make money. Make, do, know, create. Your job is to find the one that fits you.

In the story, Andre started watching how people actually earn a living. The taco truck guy made something. Marcus did a job. The tutor got paid for what she knew. Theo created something people wanted. Four ways in. And Sophie realized her one skill could become two totally different businesses, and only one of them lit her up. Now let's find yours.



1. Start with your thing.

Write the skill you circled in the Chapter 1 workbook, the one that's most you.

My thing:

2. Turn it into all four.

The same skill can become any of the four kinds of business. Push yourself to fill in all four, even if some feel silly. This is how you find options you didn't know you had.

- Make (build or fix something with it):

-
- Do (offer it as a service, for people too busy or unable):
-

- Know (teach it, or get paid for what you know):
-

- Create (make something new with it, like videos, designs, content):
-

3. Good at it, or lit up by it?

Andre could walk dogs just fine. It just left him flat. Being able to do something and actually wanting to do it are not the same. Go back to your four ideas above. Next to each, write one word: FLAT (I could do it but meh) or SPARK (I'd actually want to do this).

4. Train your eye.

Andre couldn't stop noticing how people made money. Name three people you know and which of the four ways they earn. (Parents, neighbors, older kids, anyone.)

- _____ makes money by:
-

- _____ makes money by:
-

- _____ makes money by:
-



Your way in.

Circle the idea from #2 that got a SPARK *and* that you could actually start. Then write it as one line:

I'll take my

and

(make / do / know / create) it, which means my business could be:

That's your way in. Next chapter, we turn it into a real offer.

ELEVEN MORE TO GO

You just started.

Two pages in, you have a skill that is yours and a way to turn it into a business. That is further than most people get.

The full workbook carries that same thing through all thirteen chapters: the offer, the price, the first real yes, what to do when somebody is not happy, and how to grow without wearing yourself out.

It is in the box, along with the novel, the Parent Guide, the Door Knock Guide, and twenty-five idea cards.

Keep these two pages. You will want them in chapter three.