A SHORT WORKBOOK · 20 MINUTES · FREE

Find the business hiding in what you already know.

A 6-question worksheet, one sentence about you, and a list of real remote businesses you can actually build from your experience. Every one of them starts with something you already know.

WITH

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FENNEC NEXT

BEFORE WE START

A small honest note.

At the end of this workbook, on one single page, I tell you about something we built called **fennec NEXT**. If it fits you, the link is there. If it does not fit you, the first 20 pages of this workbook still work for any kind of remote business you might want to build from your own experience.

I am telling you this now because I do not like freebies that pretend they are not selling anything and then surprise you at the end. So now you know. And we can start.

One more thing. This is a workbook, not a sales letter. It works only if you actually write your answers down. Grab a pen.

WHY MOST PEOPLE STAY STUCK

Most people pick the business model first. That is the mistake.

Dropshipping. Trading. AI agency. Coaching. Print on demand. People see something on the internet, it looks good, and they try to force themselves into it. It almost never works, and usually not because the thing itself is bad. It does not work because the model does not match the person. Some of them work very well for somebody else. That is exactly the point.

The right order is the opposite. **First, figure out what you already know.** Then look for a business that fits. This is what almost nobody actually does.

I learned this the slow way. From 2009 to 2020 I worked as an Executive Assistant in Switzerland. In 2023 we moved to Dubai and I did not have a job for the first time in years. We tried network marketing. We tried trading. We tried a few other things. Nothing felt right.

It was always the same problem. Every time, we had to learn something completely new from zero. None of it used what we already knew how to do.

The thing that finally worked was the most obvious thing in the world, once we saw it. I started posting on LinkedIn about my life as an Executive Assistant. Companies started messaging me, asking if I could help them find a good one. The business was hiding inside the work I had already been doing for 11 years.

This workbook is built to help you find the same thing in yours.

HOW THIS WORKS

Three steps. About 20 minutes. Pen and paper.

You will answer six short questions. Then you will write one sentence about yourself. Then you will read a list of real business types that fit the kind of answer you gave.

1 **Answer the six questions**

One question per page. Short answers. Write on the lines. Do not skip pages. The whole exercise only works if you write.

2 **Write your one sentence**

Look at your six answers and turn them into a single sentence in the form "I know how to ___ for ___."

3 **Read the section that matches your background**

Five real business types you can build on top of your experience. Then the pattern at the end. You will see it.

QUESTION 1 OF 6

What did your last job actually pay you to do?

Not the title on your business card. The real thing. The job you would describe to someone at a dinner party who actually wanted to understand it.

> *For me: the title was Executive Assistant. The real thing was, I made sure the CEO did not miss a meeting and looked good in front of clients. That is what they paid me for.*

QUESTION 2 OF 6

What did colleagues come to you for help with?

Not the official process. The unofficial one. The thing where people quietly walked up to your desk because they trusted you to fix it or know it.

> *For me: new Executive Assistants in the company. They came to me to ask how to handle a difficult executive, how to manage a hard travel week, how to say no without burning a bridge.*

QUESTION 3 OF 6

What problems did you solve so often you stopped noticing?

These are the most valuable answers. They are valuable because they are invisible to you. You stopped seeing them as work. To other people, they are still hard.

> *For me: an executive's calendar exploding the day before a board meeting. I just knew which meetings to move and which to protect. To me it was Tuesday. To others, it was magic.*

QUESTION 4 OF 6

What industry do you understand without thinking?

The one where you read a news headline and immediately know what is really going on behind it. A good test: **could you sit down with a stranger and talk naturally about this industry for ten minutes, without a slide deck and without preparing notes?** If yes, write it down. That comfort is the asset.

> *For me: executive offices in big corporates. I know how the work flows. I know the politics. I know the salary ranges. I could talk for an hour about it without thinking. To someone outside, that is rare.*

QUESTION 5 OF 6

What kind of people do you understand without thinking?

Not demographics. The kind of person you just get. Whose pressure you understand. Whose unspoken rules you can read. Whose problems you can name before they say them.

> *For me: senior executives. I know what their week looks like at 6am on a Monday. I know what they actually worry about, which is usually not what they say out loud.*

QUESTION 6 OF 6

What did people trust you with that surprised others?

Look for the moments when you got given something above your title. A budget, a relationship, a hire, a private piece of information. Trust like that is data about who you really are at work.

> *For me: hiring decisions. Officially I was the Executive Assistant. Unofficially, the CEO would ask me what I thought of a candidate after a meeting. He used my read. That surprised people. Looking back, it is also exactly what made connecting good people with good companies an obvious fit for me.*

NOW TURN IT INTO ONE SENTENCE

Your sentence.

Look at your six answers. All of them. Now write one sentence in this form. The verb on the left. The type of company or person on the right.

"I know how to ____________
for ____________."

MY SENTENCE

"I know how to run the day for busy executives."

Now write yours. Short. Plain. No buzzwords. If it feels too small, that means it is specific. Specific is good.

NOW WHAT

Eight backgrounds. Forty real businesses.

Look at the verb in your sentence. Look at the kind of work it describes. Then find the section in the next pages that matches your background and read it.

Each section lists five real business types that build directly on what you already know. They are not "side hustles." They are real businesses people are running today, in their own niche, using the same kind of experience you have.

What every business on these lists has in common: it builds on the experience you already have. You start from something, not from zero, and you do not throw away the years you already put in.

You can ignore the sections that do not match you. Read the one that does. Then read the page after the list. There is a pattern across all eight sections that matters.

IF YOU CAME FROM

Operations, executive support, project management, office management.

You spent years quietly making other people's work possible. Calendars, vendors, travel, board prep, the things that fall on the floor if nobody catches them. That skill is rare and you have stopped seeing it. Other people will pay for it directly, or pay you to find someone like you.

01 Part-time operations leader for small companies

Founder-led companies with five to twenty-five people are drowning in operations and cannot afford a full-time senior leader. You step in for one or two days a week per client. Two clients pays the same as a full-time job, with more control over your time.

02 Specialised assistant service for one type of executive

Not "general virtual assistant." That is a race to the bottom. Pick one type: founder assistants, family-office assistants, investor partner assistants, assistants for surgeons. Charge twice what generalists charge because you actually understand the work.

03 Help companies find good operations and executive support people

Companies in your old industry are constantly looking for assistants, operations managers, and office managers. You know good from bad in thirty minutes because you have done the job. You introduce someone from your old network. When the company hires them, you get paid between fifteen and twenty-five percent of their first-year salary.

04 Operations and process consulting for small businesses

Two- to three-day engagements where you audit how a small business actually runs, document it, and rebuild the messy bits. Companies pay between two thousand and eight thousand dollars per engagement.

05 Training and mentoring for new executive assistants

Small group cohorts or 1:1 mentoring for people new to the role. Not "assistant influencer." Real work, real curriculum, paid because the people taking it land better jobs faster.

IF YOU CAME FROM

Sales, account management, business development.

You spent years closing deals, managing relationships, and reading rooms. You know what good sales people sound like, what bad ones sound like, and what the difference between a champion and a coward inside a buying committee is. That is a real and rare skill set.

01 Part-time head of sales for early-stage companies

Companies between their first and second million in revenue have outgrown the founder selling but cannot afford a senior sales leader full time. You run their sales motion two days a week per client. Charge between four thousand and eight thousand dollars per month per client.

02 Sales playbook consulting for small companies

Build the playbook, the scripts, the discovery questions, the objection handling, the onboarding for new reps. Three- to six-week projects, six thousand to twenty-five thousand dollars depending on scope.

03 1:1 deal coaching for senior sales people in your industry

Not motivational coaching. Deal coaching. You sit with their pipeline weekly and you tell them what to do on which deals. People who close two-hundred-and-fifty-thousand-dollar deals will pay you fifteen hundred dollars a month because one extra deal pays for ten years of you.

04 Match strong sales people with companies in your industry

Account executives, sales reps, sales managers, heads of sales. Companies in your old industry are always hiring and almost no agency understands what a real performer in your niche looks like. You do. You introduce someone from your network, the company hires them, you get paid the same fifteen to twenty-five percent of first-year salary.

05 Done-with-you partnership and channel building

Many business-to-business companies want to launch a partner programme and have no idea how. If you have done it once, you can do it for them. Retainer or project work, usually starting at five thousand dollars per month.

IF YOU CAME FROM

Marketing, communications, brand, or PR.

You spent years deciding what a company says, how it says it, and what it does not say. That is a craft and most small companies have nobody on the team who can do it. Pick a niche where you already understand the audience and you start ahead of every agency.

01 Part-time head of marketing for small businesses

Two to three companies, one to two days a week each. You set strategy, manage their freelancers, and report on outcomes. Charge between four thousand and nine thousand dollars per month per client depending on seniority.

02 Connect marketing talent with companies in your old industry

Heads of marketing, content leads, brand managers, product marketers. Marketing hires are notoriously hard to evaluate from the outside. You understand the work, the portfolio, the difference between a strategist and a doer. You introduce, they hire, you get paid fifteen to twenty-five percent of first-year salary.

03 Industry-specific copywriting and content

Not "I write blog posts." Pick a niche where you know the work. Manufacturing. Healthcare. Hospitality. Write the sales pages, the white papers, the case studies. Charge two to three times generalist rates because your copy actually sounds like a person inside the industry.

04 Brand and messaging audits for companies in your niche

A short, sharp engagement. You read everything a company says about itself across web, sales decks, and outreach, and you write one document saying what is working, what is contradicting itself, and what to fix. Three thousand to eight thousand dollars per audit.

05 Founder visibility ghostwriting

Many founders in your old industry want to be visible on LinkedIn but cannot find the time. You interview them once a week and write five posts a week in their voice. Recurring revenue, between two thousand and five thousand dollars per month per founder.

IF YOU CAME FROM

Finance, accounting, controlling, or financial planning.

You read numbers for a living. You see when something is off without being able to say why at first. Small companies and growing businesses are starved for that skill and almost nobody in the freelance world actually has it.

01 Part-time head of finance for small companies

Companies between one million and twenty million in revenue need real finance leadership and cannot afford a senior full-time hire. Two days a week per client. Five thousand to twelve thousand dollars per month per client is the going rate.

02 Investor reporting and board prep as a service

Startup founders hate writing investor updates and board decks. You do it for them monthly or quarterly. Retainer of fifteen hundred to four thousand dollars per month per company. Boring, predictable, very sticky revenue.

03 Financial modelling for a specific industry niche

Software, online stores, hospitality, agencies. Each industry has its own model shapes. If you know one well, you can charge three thousand to ten thousand dollars to build a real one for a real company.

04 Specialised bookkeeping for one type of business

Not "I do bookkeeping." Pick a niche where the books are a specific shape. Online stores with inventory, restaurants with cost of goods, agencies with project accounting. Charge eight hundred to twenty-five hundred dollars per month per client.

05 Introduce finance people to companies who need someone with industry knowledge

Controllers, financial planners, heads of finance, accountants who actually understand your industry. Finance hires above one hundred thousand salary are some of the highest fees in the market. You have the network and the eye for it. One good introduction from a trusted contact can pay you thirty thousand or more.

IF YOU CAME FROM

Human resources, people, or learning and development.

You spent years building the systems that keep humans inside a company productive and happy. You ran hiring, onboarding, performance, comp, and the hard conversations. That is a craft and small businesses do not have anyone who can do it well.

01 Part-time head of people for young companies

Companies between fifteen and eighty people need someone running people operations and cannot afford a full-time hire. You set up the hiring funnel, the onboarding, the performance reviews, the salary bands. Four thousand to ten thousand dollars per month per client.

02 Niche recruiting in your industry

If you came from human resources, you already know recruiting from the inside. The only thing that changes is that you do it for one specific niche instead of one company. Same fifteen to twenty-five percent of first-year salary per placement. Of all the backgrounds in this workbook, yours is the most natural fit.

03 Onboarding programme design for a specific industry

Most small businesses have terrible onboarding and lose new hires in month three. You build them a real thirty-sixty-ninety programme. Project work, four thousand to twelve thousand dollars per company.

04 Salary and benefits audits

Companies pay too much for the wrong people and too little for the right ones. You benchmark their salaries against the market, find the leaks, and rebuild the bands. Five thousand to fifteen thousand dollars per audit.

05 Manager training for first-time managers in your industry

Group cohorts, six to eight weeks, run live two or three times a year. The participants are paid for by their employers. Charge twelve hundred to twenty-five hundred dollars per seat depending on industry and seniority.

IF YOU CAME FROM

A technical role. Engineering, IT, data, infrastructure.

You can do things most of the working world cannot. That alone makes a market. But the real edge is that you know which technical problems are worth solving and which ones are not. Companies pay a lot for that judgment.

01 Part-time head of technology for non-technical founders

Companies between idea and two million in revenue have non-technical founders making expensive technical decisions on their own. You step in for one or two days a week, set technical direction, hire the team, manage the vendors. Six thousand to twelve thousand dollars per month per client.

02 Code, architecture, or security audits in your stack

One- to three-week engagements. You go in, read the code or the architecture, write one document saying what is going to break and what to fix first. Eight thousand to twenty-five thousand dollars per audit.

03 Match good technical people with companies in your domain

Software engineers, data engineers, infrastructure people, security people. Companies pay between twenty and thirty percent of first-year salary for senior technical hires and most outside help cannot tell a real senior from a confident mid-level. You can in one call. Introductions from someone who actually knows the stack are worth a lot.

04 Industry-specific automation and internal tooling

Not "AI agency." Pick a niche where you know the work and build the small, sharp internal tools that save a real team real hours every week. Project or retainer, four thousand to fifteen thousand dollars per build.

05 Specialised training for non-technical professionals

"Spreadsheets and databases for marketers." "Coding basics for biologists." "Cybersecurity basics for accountants." Tight, applied, expensive per seat. Run as a cohort once a quarter and you have a real business.

IF YOU CAME FROM

Customer service, customer success, or support operations.

You spent years inside the moment where a customer is unhappy and the company has to keep them. That is one of the most expensive moments in any business and almost nobody outside your role understands what actually makes it work.

01 Customer-retention consulting for subscription software companies

Most subscription software businesses with one to ten million in yearly recurring revenue have a churn problem they cannot diagnose. You go in, look at their data, talk to their customers, and write the playbook. Five thousand to twenty thousand dollars per engagement.

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02 Onboarding playbook design for business-to-business companies

A customer who has a great first thirty days stays for years. A customer who has a confusing first thirty days cancels. You build the playbook end to end. Project work, four thousand to twelve thousand dollars per company.

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03 Part-time head of customer success for young companies

Subscription software companies with one to five million in yearly recurring revenue need a real customer leader and cannot afford a full-time one. You step in two days a week per client. Four thousand to nine thousand dollars per month per client.

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04 Help companies find good customer-success and support people

Customer success managers, heads of support, implementation specialists. These roles are notoriously hard to hire for because the work is invisible from the outside. You have done it. You know good from bad in one conversation. You make the match, the company hires, you get paid.

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05 Support team training and quality assurance

Small businesses grow their support team by hiring fast and never building training. You run the training and the quality review for them. Retainer fifteen hundred to four thousand dollars per month per client.

IF YOU SPENT YEARS INSIDE

One specific industry. Hospitality, healthcare, retail, manufacturing, logistics, automotive, education, real estate, anything.

This is the most powerful background of the eight. You did not specialise in a function. You specialised in an industry. That means you know the language, the people, the suppliers, the regulations, the gossip, and the difference between a serious player and a tourist.

01 Operations consulting for businesses in your industry

Most operators in your industry are too close to their own work to see what is broken. You walk in for a week, see it instantly, and write the fix. Five thousand to twenty thousand dollars per engagement depending on size.

02 Connect good people in your industry with companies that need them

Companies in your industry hire constantly and most outside help has never worked a day inside the work. You have. Pick a job family inside your industry (operators, general managers, sales people, technical people, leadership) and focus on introducing people you already know to companies you already know. This is one of the highest-leverage businesses on this list.

03 Vendor and supplier brokerage in your industry

Connecting buyers and sellers inside an industry you know is one of the oldest businesses on earth. Hotel groups, restaurant chains, manufacturers, retailers, all of them have brokerage layers. You know who to call. Commission-based, very high ceiling.

04 Industry research and benchmarking

Subscription-based industry briefings. Quarterly benchmark reports. Confidential intelligence for operators. Once you build the data once, the rest is repeat work. Two hundred to two thousand dollars per subscriber per year, many subscribers.

05 Training and induction for new entrants in your industry

Every industry has people coming in from the outside who need to ramp fast. You build the programme once and run it as cohorts. Charged per seat or per company, recurring.

DID YOU NOTICE

The same option appears in every single section.

Look back at the last eight pages. Every background, every kind of work, every kind of person. "Introduce good people to companies that need them" came up in every single one.

That is not an accident.

Every industry on earth needs to hire. Every company you have ever worked for has someone whose job is to find more good people. The part that is genuinely hard, the part that takes years to learn, is not the process. It is knowing the work and the people well enough to spot a fit in five minutes.

That part is exactly what you already have. The rest is teachable.

Yes, technically that is recruiting. Forget what the word usually makes you picture. At its simplest it is this: you introduce people you know to companies you know. When it works, you get paid.

IF THAT LANDED

This is what we built for the people who want to walk this exact path.

The fennec NEXT Training. You build your own business introducing people from the industry you already know to companies that need them. Under your own name, under your own legal setup. You own what you build, and every fee it produces is yours. (Yes, technically that is recruiting. The light version of it.)

- **The complete method, 30 steps across seven parts,** in the order the work actually happens, from "I have never done this" to your first paid hire.
- **Our own client contracts,** ready to use as they are. Your first client signs paperwork that has already been through real deals.
- **Our outreach templates,** the messages that get answered by people who ignore everyone else.
- **The fennec NEXT Academy,** the community and the weekly live calls. The people you ask "is this normal" when month two is hard.
- **The fennec NEXT software, free for your first 3 months.** Your companies, contacts and placements in one place, and the client invoice goes out on its own.

$500, once. That is the whole price.

fennecnext.com/training

If this is not your thing, everything else in this workbook still works. None of it is wasted. Your sentence is yours either way. Two ways to get in touch on the next page.

TWO WAYS TO START

Scan whichever one fits.

Talk to me first if you want to walk through whether the model fits your background. Or go straight in if you already know it does.

OPTION A · TALK FIRST

SCAN ME

Book a 1:1 call with me

Thirty minutes, real conversation, no pitch theatre. We work out together whether fennec NEXT is the right move for you.

OPTION B · JOIN NOW

SCAN ME

Get the training today

Straight in. You will be inside the 30 step programme, the Academy and the software within minutes.

OR VISIT

fennecnext.com/training

ONE LAST THING

Come back to this workbook in a week.

Your one sentence might change. That is normal. Sometimes it gets shorter. Sometimes a different verb fits. Sometimes you realise the "for ____" part was actually the more important half all along.

Whatever happens, the sentence is yours. Nobody can take it from you. And no business you build on top of it will ever feel like starting from zero.

Thank you for reading this. I know you have many other things you could have done with the last 20 minutes.

Jennifer.