COACHED BY BUKKY

What Do I Have to Offer?

Free Sample Chapter
From the Offer Clarity Workbook



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A Note Before You Start

Do I really have anything to offer? What do I have to offer that someone will buy?

This sample chapter is the first full section of the Offer Clarity Workbook, plus the opening of the second. It is not a teaser of half finished exercises. Do the inventory in these pages and you will finish with at least twenty assets from your own life and work, written down, and the three themes your future offer is most likely hiding in.

If that is all you ever do with this workbook, it will still have been worth your time. And if you want to take your list all the way to one clear offer, the rest of the workbook is waiting for you at the end.

All you need is a pen, or the notes app on your phone, and about thirty minutes.

Section 1. The Inventory

Everything counts, until we sort it

Your first job is simply to gather. Not to evaluate, not to rank, not to talk yourself out of anything. Just to gather.

Most women write down four or five things and stop. Those are the things on their resume. The valuable material is usually further down, in the things they do so naturally that they have stopped counting them as skills. A woman who has mediated every conflict in her family for twenty years has a skill. A woman who has stretched a household budget through hard seasons has a skill. A woman who trained every new starter in her office, because she was the only one who could explain things clearly, has a skill and a track record.

We are going to dig in five places. Aim for at least twenty items across the whole inventory. If you get stuck, keep going down the prompts. Something will loosen.

1. The work you have been paid for

Write down every role you have held, paid work only. Beside each one, write what the role actually involved day to day, not the job title. Titles hide the value. Tasks reveal it.

Example. Office manager becomes: I controlled a budget, I negotiated with suppliers, I trained new staff, I dealt with difficult customers, I fixed problems before anyone senior noticed them.

Your turn. Role by role, task by task, until the page feels full.

YOUR EXPERIENCE

Section 1. The Inventory

2. The problems people bring to you

Think about the last two years. What do people ask you for help with? What do friends call you about? What did colleagues come to your desk for, even when it was not your job?

Write down every request you can remember, whether or not you helped, whether or not it felt important. People tell you what you are good at by what they ask for. Most of us are too close to ourselves to notice the pattern. The requests are the pattern.

3. The things you do easily that others find hard

Some skills feel like nothing to you because you have done them for years. Planning. Organizing. Explaining. Calming people down. Making a home feel welcoming. Keeping a project moving. Seeing the problem in a spreadsheet, a room, a plan, a piece of writing.

Finish this sentence as many times as you can. People tell me I make this look easy. Then write what this is, each time.

Section 1. The Inventory

4. The results you have helped create

Offers get believed when they carry proof. Write down results you have been part of, for employers, for clients, for your family, for your community. Put numbers in where you have them. Money saved. Money raised. People trained. Events delivered. Children raised into capable adults counts here. A home sold, a team rebuilt, a service kept running through a hard year. It all counts, because it all taught you something someone else now needs.

5. What life itself taught you

Some of your most valuable knowledge did not come from a job. It came from starting over. From loss. From moving countries or changing careers. From caring for someone. From building something that failed and learning exactly why.

Write down the hard seasons, and beside each one, what you now know that you did not know before it. A woman who has walked through something and come out the other side can guide someone who is standing at the beginning of it. That guidance has value. Do not leave it off the list because it was painful, or because no one gave you a certificate for it.

Your inventory, gathered

Now read the whole list slowly. Circle anything that appears more than once, in different words, across different parts of your life. Those repeats are important. A strength that shows up at work, at home and in your community is not an accident. It is a theme, and themes are where offers live.

Section 1. The Inventory

Write your three strongest themes here, in your own words. Do not worry about making them sound like a business yet. That comes next.

You should now have at least twenty assets and three themes. If your list is shorter, go back to prompt 2 and prompt 3. That is where most women leave gold sitting on the table.

In the next section we stop gathering and start judging, kindly and honestly, with four simple filters.

YOUR THREE STRONGEST THEMES

Section 2. The Four Filters

A long list is not an offer

Twenty assets feels good to look at. It does not yet tell you what to sell. For that, each promising idea has to pass four filters. An idea that passes all four is a strong offer. An idea that fails one is not necessarily a bad idea. It is an idea for later, or an idea that needs reshaping before it can carry your income.

The four filters are proof, energy, demand and fit.

Filter 1. Proof

Have you actually done this, for yourself or for someone else, with a result you can point to?

Proof does not mean fame. It does not mean testimonials or a big audience. It means you have walked this road before and you know where the hard parts are. Score 5 if you have done it many times with clear results. Score 3 if you have done it once or twice. Score 1 if you love the idea but have never actually done it. Be honest here. Selling something you have never done will shake your confidence every single time you talk about it, and buyers can feel that shake.

Filter 2. Energy

Does doing this work give you energy, or take it away?

You are building a business for the next season of your life, not recreating the job you were glad to leave. Work that drains you might still sell, but you will avoid marketing it, delay delivering it, and resent the clients who buy it. Score 5 if you would happily do this every week. Score 3 if it is fine in small doses. Score 1 if the thought of doing it weekly makes your shoulders drop.

Filter 3. Demand

Are people already asking for this, or already paying someone else for it?

Demand is not your friends saying what a great idea. Demand is someone with the problem, looking for help, willing to spend money or time to solve it. Score 5 if people already come to you for this, or if you can name businesses already selling it. Other people selling it is good news, by the way. It means a market exists. Score 3 if people mention the problem often but you have not seen money move. Score 1 if nobody has ever raised this problem in your hearing.

Filter 4. Fit

Can you deliver this inside the life you actually have?

Your hours, your health, your caring responsibilities, your other work, your home. An offer that needs forty hours a week and constant travel does not fit a life with ten hours a week and a parent who needs you. That does not make you less ambitious. It makes you accurate. Score 5 if this fits your current life comfortably. Score 3 if it fits with some rearrangement. Score 1 if it only works in a life you do not have.

What Happens to Your List Next

In the full workbook, your inventory goes through four filters, proof, energy, demand and fit, each scored out of five, so your strongest idea separates itself from the rest on paper instead of in your head at 2 in the morning. A worked example shows you the scoring in action, for a woman who also started by saying she had nothing to sell.

Then you choose one offer, on purpose, using a six line canvas. You turn it into one plain sentence a stranger could repeat back to you. And you test it in three real conversations within seven days, with a clear rule for what the answers mean, before you spend a dollar or an hour building anything.

The full workbook, What Do I Have to Offer, is $27. Your $27 counts in full toward my Offer Snapshot Lab if you join within thirty days, where we can sharpen your finished offer together.

Get the full workbook on the Coached by Bukky shop page.

And if you have not taken the two minute quiz yet, it will tell you the shape of offer your experience is best suited to, the Expert, the Guide, the Maker or the Connector, and which part of the workbook to start with.

You were never starting from nothing. You were starting from decades. This chapter is where you prove it to yourself.

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