



A PRACTICAL WORKBOOK

7-Day Offer Validation Sprint

A free seven-day field guide to choose one buyer problem, show a useful sample, and collect a first signal before building a larger digital product.

A fieldwork resource for independent creators.

THE HUSTLER'S ACADEMY / FIELDWORK SERIES

Original tools. Real decisions. No guaranteed outcomes.

Before you begin

Independent creators choosing their next step.

Finish with a one-page offer hypothesis and a next experiment. This sprint does not establish a proven business or guarantee sales.

Named examples and business numbers are fictional teaching scenarios. This resource does not guarantee sales, profit or other business outcomes. Use current observations and actual costs for your own decisions.

What you will work on

- One buyer/task statement
- A small original sample
- A dated record of observed signals
- A build, revise, or research-next decision

How to use this workbook

Read one section and complete its exercise in your own working document. Use the free Evidence Log XLSX to record observations, current workarounds, and next questions. It is a simple note-taking sheet; the paid Validation Tools includes the contribution calculator and experiment tracker. Do not enter passwords, payment secrets, or sensitive customer information.

FIELDWORK 01

Before Day 1: choose a question you can answer this week

This sprint is an orientation exercise, not a substitute for a full purchase experiment. The aim is to learn whether your idea describes a recognizable job for a reachable person. Choose a skill you can demonstrate and a buyer context you understand well enough to recruit responsibly. Keep the work small enough to finish.

Create a single page with four sections: my offer hypothesis; observations; what changed; next experiment. Put today's date at the top. Keep facts and guesses in separate lines. You will return to the same page each day instead of collecting scattered notes.

Fictional teaching example: Lee organizes workshop notes into action lists. The hypothesis is a planning sheet for independent workshop facilitators who need to turn a session into a follow-up email. The output is a drafted follow-up, not more bookings or a promised income result.

Put it to work

1. Choose a maximum time allowance for the week. Write one question the sprint should answer and what you will do if the answer is unclear.

FIELDWORK 02

Day 1 - Name the person and the moment

Use this sentence: 'When [specific situation], [buyer] needs to [task], but [constraint] makes it difficult.' A good sentence describes a moment you can ask about. 'People want success' is too broad. 'A solo facilitator finishes a workshop and needs to send participants a concise next-step email' gives you something observable.

Choose an output the buyer can use immediately. A checklist, draft, decision sheet, or small template may fit. Do not decide on a long course until you understand what the job needs.

Put it to work

1. Write three buyer/moment sentences. Choose the one where you can reach suitable people this week. Add: 'The product could help them create [artifact].'

FIELDWORK 03

Day 2 - Find the current workaround

Find three examples of how people currently complete the job: a tool, free guide, paid service, personal process, or doing nothing. Record what works well before noting what seems difficult. The existence of alternatives can show that the task matters, but it does not prove demand for your version.

For each observation, write source/date, exact behavior or question, your interpretation, and a reason you might be mistaken. Use public sources appropriately and do not publish another person's private information or copy their content.

Put it to work

1. Log three alternatives and five observations. Underline one assumption you have been treating as a fact. Rewrite it as a question.

FIELDWORK 04

Day 3 - Ask about the last attempt

Ask two suitable people for a short research conversation. Explain that you want to understand a task and that they can decline. Ask: 'When did you last do this?' 'What triggered it?' 'What steps did you take?' 'Where did you redo work?' 'What did you use or buy to help?' 'What happened next?' Do not introduce your product before hearing their story.

A person saying they like an idea is a weak signal. A detailed account of a repeated task is useful problem evidence. A paid purchase for a particular offer is a different, stronger commercial signal. Keep these categories separate.

Put it to work

1. Summarize each story in four lines: trigger, steps, workaround, unresolved issue. If no conversation happens, record that limitation and schedule one instead of inventing an answer.

FIELDWORK 05

Day 4 - Make one useful sample

Create one page or a short original demonstration that helps finish part of the task. Include input, ordered steps, and an output. A cover image or a list of future lessons does not demonstrate usefulness. Label any invented scenario as a fictional example.

Fictional example: Lee's sample has three prompts: one useful takeaway from the workshop, one action participants can take, and one place to find the promised resource. The completed example is a short follow-up email. The sample teaches that step in full; it is not a teaser withholding the essential instruction.

Put it to work

1. Make the sample with your own material. Ask whether every instruction has enough information to act on without a private explanation from you.

FIELDWORK 06

Day 5 - Observe use, not approval

Invite a suitable person to try the sample. Give them the same instructions a customer would receive. Ask them to explain the expected output and work through the step. Watch for pauses, missing inputs, unclear terms, and an output that differs from the goal. Do not coach until you have recorded the issue.

One test can uncover a problem; it cannot show that everyone will succeed. Fix the issue and record what changed. Ask permission separately if you want to publish any feedback.

Put it to work

1. Write a use-test note: participant context, task, assistance needed, result, and one correction. Revise the sample once.

FIELDWORK 07

Day 6 - Show a clear offer hypothesis

Write a concise offer card: 'For [buyer] who needs [task], [name] is a [format] containing [specific items]. It helps produce [artifact]. It requires [input/tool]. It does not include [boundary]. Here is a sample: [location].' If the product is not available, label the card as a concept and do not use a purchase button implying immediate delivery.

Share it in a permitted setting with people who fit the context. Ask what they think they receive, which part is relevant, and what practical question remains unanswered. Record the number of suitable people who saw it and the exact action requested. A sample request indicates interest in a resource; it does not establish willingness to pay.

Put it to work

1. Show the card to at least three suitable readers if possible. Record comprehension, meaningful replies, and questions. Keep unsupported praise out of your evidence summary.

FIELDWORK 08

Day 7 - Make one decision and one next test

Review the entire page. Did suitable people recognize the task? Did the sample help someone complete a step? Did the offer card communicate the right deliverable? What evidence points away from your idea? A useful decision may be to refine the task, change the format, recruit a different segment, or stop this idea.

Write your next test before building a bigger product. Name one uncertainty, one action, the intended audience, a time and money cap, a decision threshold, and a stop rule. If you want to test willingness to pay, you need an accurately described offer, a responsible payment/delivery path, and actual purchase behavior. Do not rename this week's interest signals as sales validation.

Next-step example, fictional: Lee decides the job is recognizable but the sample has not tested buying. The next experiment is a finished, small follow-up-email kit offered at a stated price to a bounded group of suitable people who agreed to receive the invitation. Lee will log orders and successful use, then review the result on a set date.

Put it to work

1. Complete: 'I observed [counts/behaviors]. I can infer [limited conclusion]. I cannot infer [remaining uncertainty]. I will next test [one question] by [action], within [cap], and review on [date].'

FIELDWORK 09

Your one-page sprint record

Offer hypothesis: buyer/moment; task; constraint; proposed output; current alternatives. Observations: date/source; actual behavior; interpretation; uncertainty. Sample test: task; expected output; assistance required; correction. Offer-card review: suitable readers; what they understood; questions. Decision: build/revise/research/stop; reason; next experiment; cap; review date.

The paid Offer Validation Workbook expands this work into interviews, experiment cards, price tests, and unit economics. The Creator Sales Copy Kit supplies complete page and subscriber-message templates. The Digital Product Launch System adds both products and a 14-day operating plan. Choose only the resource that fits your next job; you can keep using this free sprint on its own.

Put it to work

1. Save the completed page with a date. Revisit it after the next experiment and mark which assumptions changed.

Keep the working files useful

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All examples are illustrative. No affiliation or endorsement by a named platform is implied. Platform features, costs and rules can change; verify official sources before taking action.

Support: use the contact form at the-hustlersacademy.com/contact/ and include your order reference if relevant.

Primary references

U.S. Small Business Administration - Plan your business - Market research and competitive analysis

<https://www.sba.gov/counseling/plan-your-business/>

Federal Trade Commission - Advertising FAQs: A Guide for Small Business

<https://www.ftc.gov/business-guidance/resources/advertising-faqs-guide-small-business>

Federal Trade Commission - Endorsements, Influencers, and Reviews

<https://www.ftc.gov/business-guidance/advertising-marketing/endorsements-influencers-reviews>

Google - Email subscription guidelines for senders

<https://support.google.com/mail/answer/15263077?hl=en>

Google - Email sender guidelines

<https://support.google.com/mail/answer/81126?hl=en>

These references support factual guardrails; they do not validate the Academy's proposed exercises or predict business outcomes.

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