



A PRACTICAL WORKBOOK / PREVIEW EDITION

Offer Validation Workbook

A working guide for turning a skill into a small, testable digital offer. Build an evidence file, interview potential buyers, define a useful deliverable, run a bounded demand test, and decide what to build next.

A fieldwork resource for independent creators.

THE HUSTLER'S ACADEMY / FIELDWORK SERIES

Original tools. Real decisions. No guaranteed outcomes.

Before you begin

Independent creators, freelancers, and subject-matter practitioners with a useful skill and an untested product idea.

Six focused sessions, plus time for customer conversations and a demand test.

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

- A one-page offer brief with a named buyer, problem, deliverable, and boundaries
- An interview guide and evidence log based on specific past behavior
- A demand experiment with a budget, stop rule, and written decision
- A simple unit-economics worksheet and a pricing-test plan

How to use this workbook

Read one section, complete its exercise in the included editable files or your own working document, then check the evidence before continuing. XLSX files include live formulas and editable logs; open them in a compatible spreadsheet app. DOCX files include blank response fields and completed fictional examples; open them in a compatible word processor. Optional CSV logs are supplied for compatibility. Do not enter passwords, payment secrets, or sensitive customer information.

Start here: Complete the buyer and finish-line fields in Offer Brief, then replace the calculator's fictional inputs with your own.

Editable files included in the paid ZIP

Validation Tools (XLSX): Change price and costs to calculate contribution and recovery orders; record evidence and experiments.

Offer Brief (DOCX): Fill an offer brief and experiment plan beside a completed fictional example.

COMPLETED FICTIONAL EXAMPLE

Completed offer brief for a small photo workflow

Fictional teaching case. Buyer: a solo handmade-shop owner with a phone and fewer than twenty products. Trigger: preparing a new online listing. Job: make a consistent set of images with a repeatable daylight setup.

Deliverable: a 12-page workflow, printable shot list, and troubleshooting page. Requires a phone, daylight, neutral surface, and the buyer's own items. Excludes editing software, custom critiques, and studio lighting. Output: a documented setup and a completed shot list, rather than a promise of more sales.

Finished working output

One bounded offer: Phone Product Photo Workflow. Next test: observe a suitable shop owner following one setup page without coaching.

- Name the buyer and moment.
- List exact files and required tools.
- Write one excluded outcome.
- Choose the next observable test.

FIELDWORK 01

4. Define the minimum useful offer

A minimum useful offer is the smallest deliverable that lets the intended buyer complete a meaningful step. 'Minimum' does not mean incomplete instructions or decorative pages. It means a constrained job done clearly. A five-page checklist with an example and troubleshooting can be more useful than a fifty-page overview with no sequence.

Choose a format to fit the task. A checklist suits repeated quality checks. A workbook suits decisions and research. A template suits an artifact the buyer will adapt. A short video suits a visible demonstration. A bundle makes sense when its pieces belong to one workflow; unrelated extras add reading without helping completion.

Offer brief template: Buyer: [context]. Trigger: [when they need it]. Job: [what they must finish]. Output: [observable artifact]. Contents: [exact files or modules]. Prerequisites: [tools or prior skill]. Time required: [your tested working estimate, not a guarantee]. Boundaries: [excluded jobs]. Support: [what is actually offered]. Price hypothesis: [amount]. Delivery: [how and when files arrive]. Evidence needed next: [largest unresolved question].

Fictional teaching example: Maya's first deliverable is a 12-page phone-photo workflow, a printable shot checklist, and a troubleshooting page. It requires a phone, daylight, a neutral surface, and the buyer's own items. It does not include editing software, individual photo critiques, advanced studio lighting, or a promise of sales. She tests the steps herself with three different items before inviting anyone to pay.

Build one sample page that shows the product's actual level of detail. Give it an ordinary real task to solve. A polished cover is not a sample of usefulness. Test the sample with a suitable person: can they find the next step without you explaining it? Use the hesitation points to improve the instructions.

Put it to work

1. Complete the offer brief in fewer than 250 words. A reader should be able to tell who it is for, what they receive, and what is excluded.
2. Separate must-have, helpful-later, and unrelated content. Keep only the must-have items for the first version. Explain the job each retained item helps complete.
3. Create a representative sample and observe one person using it. Note where they pause, misunderstand a term, or need missing information. Revise before designing the cover.

Continue with the full kit

This preview includes a completed fictional example and a practical chapter. The paid ZIP includes the full PDF and listed editable files. Explore contents and availability at the-hustlersacademy.com/kits/offer-validation-workbook/