

THE BUSINESS ONLY YOU CAN BUILD™

LIVE WORKSHOP WORKBOOK

Discover your fit. Gather market evidence. Build an offer worth testing.

**PRESENTATION + LEN = TEACH
WORKBOOK = DO**

Name: _____

Email: _____

Date: October 22, 2026 _____

Len Davis | KingdomYield

© 2026 Len Davis. All rights reserved.

BEFORE WE BEGIN

This workbook is designed to be completed WITH Len during the live workshop.

DON'T WORK AHEAD.

The teaching, examples, interpretation and coaching happen live. These pages are your working space for capturing YOUR answers.

- ☐ Write quickly. Version 1 is enough.
- ☐ Listen for patterns, not perfection.
- ☐ Gather evidence before spending money.
- ☐ Your first offer is a hypothesis - not a life sentence.
- ☐ Leave with one concrete next action.

Tonight's path: DISCOVER → VALIDATE → CONNECT → BUILD → ACT

1. MINDSET FIRST

You do not need everything figured out before you begin.

YOU DO NOT NEED	YOU DO NEED
× A brilliant idea	✓ Something useful
× Lots of money	✓ Someone who needs it
× Employees	✓ Willingness to gather evidence
× Technical expertise	✓ Willingness to learn
× Thousands of followers	✓ A simple plan
× A perfect website	✓ Consistency

The assumption or fear I most need to set aside tonight:

2. DISCOVER - YOUR ENTREPRENEURIAL SWEET SPOT™

Reference visual - follow Len's teaching before completing the next page.



© 2026 Len Davis. All rights reserved.

3. MY SWEET SPOT

Capture raw material. Don't force the answer.

PASSION

What energizes me? What subjects, people, problems or activities pull me forward?

EXPERIENCE

What have I lived, built, solved, managed, survived or learned the hard way?

EXPERTISE / EDUCATION

What do I know how to do? Include formal education, work skills, technical skills and things people ask me to help with.

Patterns / intersections I notice:

4. VALIDATE - THE VALIDATION LADDER™

Reference visual - validation is non-negotiable; cold interviews are not.



VALIDATE
THE VALIDATION LADDER™
Don't guess. Gather evidence.

KingdomYield

THE 5-STEP VALIDATION LADDER™

- 1 SEARCH** Find real conversations and pain points.
- 2 STUDY** Analyze existing solutions and what people are buying.
- 3 SIGNAL** Put your idea in front of the market.
- 4 OFFER** Present a minimum viable offer (MVO).
- 5 SALE** The strongest validation: someone actually pays.

POWERED BY OUR SUCCESS DATABASE & OPPORTUNITY EXPLORER
(Founding Cohort Exclusive)

*Real Evidence.
Real Opportunity.*

*Evidence.
Turns Ideas
Into Opportunity.*

© 2026 Len Davis. All rights reserved. REAL IDEAS. REAL PEOPLE. A REAL PURPOSE. 7

© 2026 Len Davis. All rights reserved.

5. GATHER MARKET EVIDENCE

SEARCH → STUDY → SIGNAL → OFFER → SALE

EVIDENCE TYPE	WHAT I FOUND	WHAT IT MAY MEAN
SEARCH - pain language		
STUDY - existing solutions		
SIGNAL - market response		

One piece of evidence I can gather within 24 hours:

Remember: Direct conversations can be valuable, but they are ONE validation tool - not the entrance exam for entrepreneurship.

6. SUCCESS DATABASE + OPPORTUNITY EXPLORER

The workshop gives you the MAP. The KingdomYield Guided Business-Building Program gives you access to the TOOL + GUIDE.

SUCCESS DATABASE	OPPORTUNITY EXPLORER	GUIDED ACCESS
Evidence-backed examples and proven opportunity patterns.	AI-guided research, analysis and next-step guidance.	Program members use the system with Len.

Questions or opportunities I want to investigate:

7. CONNECT - WHERE YOU + THE MARKET MEET

Your Sweet Spot + Market Evidence → a powerful offer.



© 2026 Len Davis. All rights reserved.

8. BUILD - THE OFFER ENGINE™

Now turn what you learned into Offer Version 1.

WHO - FIRST CUSTOMER

Who is the first customer I want to help?

THEIR PAIN POINT

What painful, specific problem are THEY experiencing?

SIMPLE PRODUCT

What is the smallest useful product or service I can offer THEM?

THEIR DREAM OUTCOME

What result do THEY really want?

9. WRITE YOUR OFFER

Don't make it perfect. Make it testable.

**I help [WHO] solve [PAIN POINT] with [SIMPLE PRODUCT]
so they can achieve [DREAM OUTCOME].**

MY OFFER - VERSION 1

Read it again from the customer's point of view. What would make it clearer or more compelling?

YOUR FIRST OFFER IS A HYPOTHESIS - NOW GATHER EVIDENCE.

10. MY IMMEDIATE NEXT STEP

Do this today: write the offer and gather one market signal.

ACTION #1 - WRITE YOUR OFFER

**WHO + PAIN POINT + SIMPLE PRODUCT +
DREAM OUTCOME**

ACTION #2 - GATHER ONE SIGNAL

**Search, study, post, poll, waitlist, landing page
or other evidence.**

The signal I will gather:

I will do it by: _____

What result would cause me to KEEP / CHANGE / DROP this hypothesis?

11. OBJECTIONS - AND MY RESPONSE

Obstacles are normal. They're not stop signs.

THE OBJECTION	MY NEXT ACTION
---------------	----------------

I don't know what business to start.

I'm not an expert.

I don't have an audience.

I'm not technical.

I don't have much money.

What if nobody buys it?

The objection most likely to stop me:

12. FROM INFORMATION TO IMPLEMENTATION

The KingdomYield Guided Business-Building Program is for people who want help doing the work.

- ☐ I want guided implementation, not more random information.
- ☐ I would benefit from live coaching and feedback.
- ☐ I want guided access to the Success Database + Opportunity Explorer.
- ☐ I want accountability and a Christian entrepreneurial community.
- ☐ I am willing to gather evidence, adjust and keep moving.

Questions I need answered about the KingdomYield Guided Business-Building Program:

My decision / next step:

- ☐ **Explore the KingdomYield Guided Business-Building Program**
- ☐ Continue independently with the tools from tonight
- ☐ I need this question answered first: _____

13. TONIGHT WAS DAY ONE

Don't let tomorrow become Day Zero again.

WHO is your first CUSTOMER?

What is THEIR PAIN POINT?

What SIMPLE PRODUCT can you offer THEM?

What is THEIR DREAM OUTCOME?

My ONE action in the next 24 hours:

START SMALL. START NOW.

© 2026 Len Davis. All rights reserved.