

FREE PRACTICAL STARTER KIT

THE BUSINESS ONLY YOU CAN BUILD TM

Discover your fit. Shape a useful offer. Choose your next responsible step.

DISCOVER • SHAPE • CHECK • DECIDE

One promising direction. One testable offer. One next action.

Start with what God has already placed in your hands.

Then test it in the real world.

START HERE

Do not try to build your whole business today

Use this Starter Kit to turn what is already in you into one business direction worth investigating. Your first idea is a hypothesis, not a lifelong commitment.

1 DISCOVER Notice where your passion, experience, and expertise or education intersect.

2 SHAPE Turn one promising direction into a simple, testable offer.

3 CHECK Use the Minimum Useful Offer checklist to remove unnecessary complexity.

4 DECIDE Choose the smallest next action that will reduce uncertainty.

THREE RULES

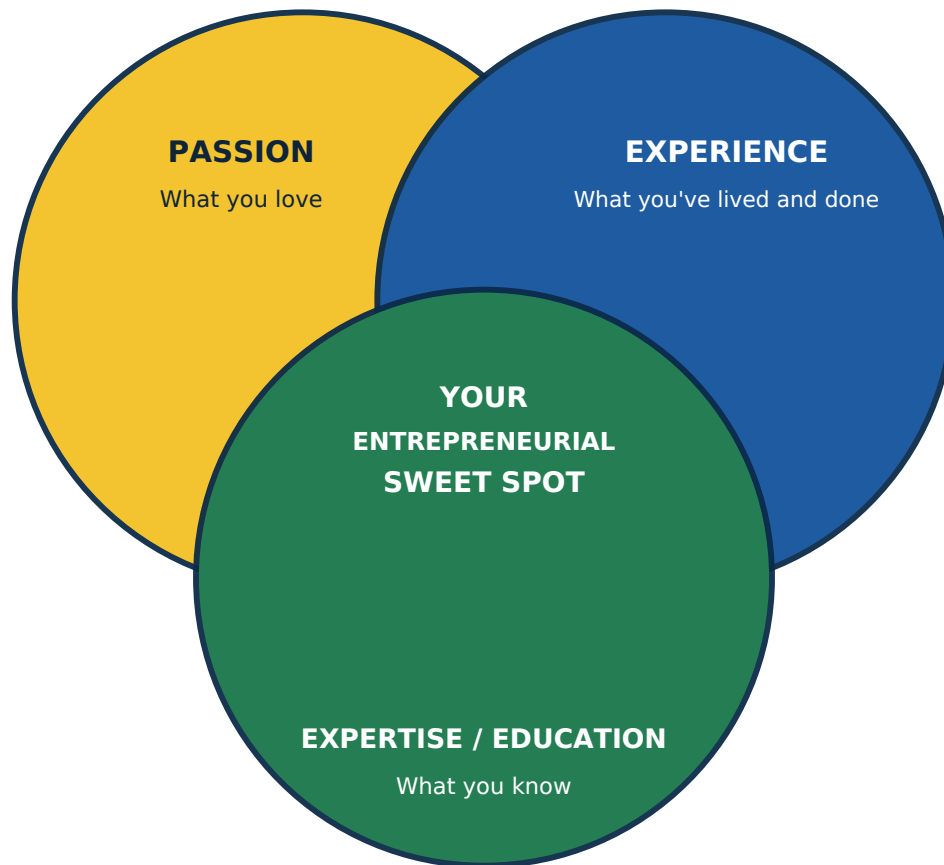
- ☐ Write quickly. Capture what is true before trying to make it impressive.
- ☐ Choose one direction to investigate. You are not choosing your entire future.
- ☐ Let evidence earn the next investment of time, money, and complexity.

MY PURPOSE FOR USING THIS KIT

DISCOVER

Where you and the market meet

A viable first offer begins with both personal fit and market evidence. Your entrepreneurial sweet spot shows what you may be unusually well-positioned to bring. The market shows whether a real customer wants progress badly enough to act.



Do not force an idea out of only one circle. Look for patterns across all three. Then ask where those patterns connect with a specific person, a meaningful problem, and observable market evidence.

REMEMBER

Personal fit suggests where to look. Customer evidence determines what deserves to be built.

YOUR INVENTORY

Passion × Experience × Expertise or Education

Write specific nouns, people, problems, activities, and skills. Do not evaluate your answers yet.

PASSION

What subjects, problems, people, causes, or activities naturally pull you forward? What energizes you?

EXPERIENCE

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

EXPERTISE OR EDUCATION

What do you know how to do? Include education, job skills, technical skills, creative abilities, and things people ask you to help with.

PATTERNS AND INTERSECTIONS I NOTICE

SHAPE YOUR OFFER

Turn one direction into Offer Version 1

An offer is not merely a product. It is a clear invitation to a particular person who wants meaningful progress.

I help [WHO] solve [PAIN POINT] with a [SIMPLE PRODUCT] so he can achieve [DESIRED OUTCOME].

WHO Who is the specific person or group you understand and can realistically reach?

PAIN POINT What concrete, costly, frustrating, or important problem does he want solved?

SIMPLE PRODUCT What is the smallest useful digital solution you could create and deliver?

DESIRED OUTCOME What larger result, relief, freedom, or progress does the customer really want?

MY OFFER VERSION 1

KEEP IT USEFUL AND LEAN

Minimum Useful Offer checklist

Your first product does not need to be large. It needs to create an honest, useful result for a specific customer. Check each statement you can defend today.

- ☐ I can name one specific customer rather than trying to serve everyone.
- ☐ I can describe his problem in concrete language he would recognize.
- ☐ The problem matters enough that he is already seeking, trying, or buying solutions.
- ☐ My product promises useful progress, not an exaggerated or guaranteed outcome.
- ☐ The product is small enough to build a credible first version quickly.
- ☐ I know exactly what the customer will receive and how it will be delivered.
- ☐ I can explain the offer in one clear sentence.
- ☐ I can reach at least ten plausible prospects without elaborate infrastructure.
- ☐ I know the most important assumption that still needs evidence.
- ☐ I have limited the time and money I will risk in the first test.
- ☐ I will revise, simplify, or abandon the idea if the evidence points elsewhere.

The weakest part of my offer right now is:

CHOOSE YOUR NEXT RESPONSIBLE STEP

What should I do next?

Find the statement that best describes you. Choose one action, give it a date, and complete it before adding more complexity.

I cannot see a promising direction yet

Return to your inventory. Ask three people who know you well what problems they trust you to help solve.

I have several possible directions

Choose the one with the strongest combination of personal fit, reachable customers, and observable evidence.

I have an idea but little market evidence

Search for the customer's exact questions, complaints, purchases, workarounds, and existing alternatives.

I have evidence but no clear offer

Complete the WHO + pain point + simple product + desired outcome sentence. Remove what is not essential.

I have a clear, testable offer

Create the smallest credible mock-up. Show it to qualified prospects, make an honest offer, and record what happens.

People are not responding

Treat the result as data. Revisit the customer, problem, promise, format, price, and message. Change one variable.

MY NEXT RESPONSIBLE STEP

I will complete it by: _____

KEEP MOVING

You do not need the whole path. You need the next step.

This Starter Kit is designed to produce one plausible direction, one draft offer, and one dated action. That is a beginning—not proof that the idea will succeed.

FIRST: DO THE WORK

Complete the next responsible step you selected on page 7. Let evidence—not excitement alone—determine what you build next.

THEN: GET LIVE GUIDANCE

If you want help refining your direction, identifying the customer and problem, and shaping a simple offer you can test, attend the next KingdomYield workshop.

kingdomyield.com/workshop

Live teaching • Practical workbook • Q&A

CONTINUE WITH KINGDOMYIELD

Practical Christian guidance for building a small online business that serves real people—one customer, one problem, and one useful offer at a time.

kingdomyield.com

Start small. Start now. And keep going.