F01

Starting profile

Chapter 1 · Workbook

Start with your experience, motivation, and resources to choose a test.

Project: _____ Date: _____

1. Origin and abilities

What experience motivates you, what can you deliver, and what evidence supports it?

2. People and context

Whom can you listen to, where, and with which observed buying practices?

3. Time and budget

Record time blocks in your calendar, a spending limit, and a review date.

4. Restrictions and next step

Note any resources, permits, or knowledge still needed, and your first action.

Review: Check actual availability. Do not count a resource you still need to obtain as something you already have.

F02

Opportunity worksheet

Chapter 2 · Workbook

Choose a situation you can investigate closely.

Project: _____ Date: _____

1. Person and situation

Who is trying to achieve what, in which context, and with which observed practices?

2. Available evidence

Describe the episode you observed or the account you heard, its date, and its source.

3. Current alternative

How does the person handle it today, and what effort or consequence is involved?

4. Assumption and check

Which belief would invalidate your idea if it proved false? How will you investigate it?

Review: Separate observations, interpretations, and questions. Mark what you do not know as pending.

F03

Customer learning record

Chapter 3 · Workbook

Reconstruct a recent experience without turning the interview into a sales conversation.

Project: _____ Date: _____

1. Participant and context

Use a code. Describe their connection to the problem, observed language, and buying practices.

2. Most recent experience

What happened, what did the person try, and how did it end? Preserve their words.

3. Effort and alternatives

What time, money, or work did the person invest? Distinguish accounts from measurements.

4. Pattern and contradiction

What recurs? Which response challenges your hypothesis? What will you ask next?

Review: Do not invent interviews or assign a cause to silence. Keep only necessary information that you are authorized to use.

F04

Market map

Chapter 4 · Workbook

Compare alternatives and document the coverage of each source.

Project: _____ Date: _____

1. Question and context

Define the decision, buyer location, period, and context of use.

2. Sources and coverage

Record the institution or provider, link, date, methodology, and limitations.

3. Three alternatives

Compare the result, scope, published price, currency, delivery, and charges.

4. Opportunity and adaptation

Separate local evidence, adaptations to test, and missing information.

Review: With P25/P26, check the agent's sources. Open originals: searches, reviews and records are not buyers.

F05

Offer and initial plan

Chapter 5 · Workbook

Bring your business decisions together in a dated version.

Project: _____ Date: _____

1. Buyer, problem, and evidence

Whom do you serve? Which situation do you resolve, and what evidence supports this?

2. Offer, price, and payment

Explain result, scope, currency, price, deadline, inputs, and terms.

3. Channel, resources, and operations

How will you reach the buyer and produce what you have promised?

4. Economics, obligations, and test

Summarize costs, cash, outstanding requirements, and the criterion for continuing.

Review: Check the chapter's nine decisions and mark the assumptions. You must be able to fulfill the offer.

F06

Numbers and cash

Chapter 6 · Workbook

Use one currency and state the period explicitly.

Project: _____ Date: _____

1. Contribution per unit

Net price: ____ Variable delivery cost: ____ Customer acquisition cost: ____ Contribution: ____

2. Break-even and capacity

Fixed costs for the period: ____ / positive contribution per unit: ____ = ____ units. Capacity: ____

3. Cash schedule

Record collection and payment dates, opening balance, minimum balance, and outstanding obligations.

4. Scenario and limit

What changes if costs rise or payment is delayed? Which limit will stop the test?

Review: Calculate one unit by hand, avoid counting costs twice, and round the break-even volume up. Cash and profit are different.

F07

Legal verification

Chapter 7 · Workbook

Determine what applies by country, activity, channel, and stage.

Project: _____ Date: _____

1. Operations and locations

Describe seller, buyers, locations, activity, payment collection, and data processed.

2. Source and verification

For each issue: authority, document, date, scope, and unanswered question.

3. Requirements before action

Which requirement must be addressed before researching, advertising, contracting, collecting payment, or delivering?

4. Evidence and responsibility

Who confirms the answer? Where do you keep the supporting evidence, and when must you review it?

Review: An AI template does not establish compliance. Verify what applies through an official source or an appropriately authorized professional.

F08

Version ready for delivery

Chapter 8 · Workbook

Build a sample and check the task your buyer will perform.

Project: _____ Date: _____

1. Acceptance criteria

What must the user be able to do? Which error would prevent delivery?

2. Prototype and scope

Identify what is simulated, the input data, and the actual delivery you can produce.

3. Usability test

Observe the task, understanding, and use in the intended language and device; record problems.

4. Operations and retest

Record time, cost, version, the person responsible, and the result of checking again.

Review: With P25/P27, check the agent's prototype on the intended device. What you show must be deliverable.

F09

Marketing and sales

Chapter 9 · Workbook

Connect a specific buyer with an understandable offer.

Project: _____ Date: _____

1. Context and message

Use observed language. Which situation matters, and which promise can you substantiate?

2. Channel and materials

Define channel, sample or video, script, scenes, and the next action.

3. Budget and schedule

Record the spending limit, time, frequency, and follow-up tasks.

4. Tracking and attribution

Define unique contacts, stages, source, the person responsible, and the next step.

Review: With P25/P28, review agent drafts before sending. Respect permissions and refusals; visits are not payments.

F10

Sales experiment

Chapter 10 · Workbook

Write the rules before observing the result.

Project: _____ Date: _____

1. Hypothesis and offer

Who would pay for which result? Save the version of the scope, price, and terms.

2. Test design

Define the segment, channel, planned number of offers, and duration.

3. Criterion and limits

Write down the signal for continuing, evidence against the hypothesis, and the time and spending limits.

4. Results and execution

Record actual reach, payments, advance payments, pending items, costs, and deviations from the plan.

Review: Distinguish a poorly executed test from evidence against the idea. Recalculate customer acquisition cost using actual buyers and spending.

F11

First sale

Chapter 11 · Workbook

Keep a record of what was agreed, collected, and delivered.

Project: _____ Date: _____

1. Agreement

Accepted offer, scope, price, currency, deadline, revisions, and applicable terms.

2. Payment

Amount, reference, status with the processor or bank, fee, availability of funds, and outstanding balance.

3. Delivery

Date, files or goods delivered, and confirmation of receipt and use.

4. Costs and issues

Actual time, costs, support, changes, refunds, and the agreed solution.

Review: A payment screenshot or an approval message does not replace confirmation that payment was received. An advance payment creates an obligation to fulfill the order.

F12

Review and decision

Chapter 12 · Workbook

Choose your next step using the evidence you have recorded.

Project: _____ Date: _____

1. Observed demand

Who bought and who declined? What do you know about their reasons? How many records support this?

2. Economics and cash

Update contribution, customer acquisition cost, refunds, fixed costs, break-even, and minimum cash balance.

3. Capacity and delivery

Compare observed time, quality, support, and outstanding commitments.

4. Next decision

Repeat, improve, change, or stop. Write down the reason, one main change, and the next check.

Review: If you used agents, audit with P29 before resuming. Do not extrapolate a small sample; keep contrary evidence.