

A FREE WEEKEND WORKBOOK

The 1-Page Plan

Find your idea, pick your niche,
and prove it is real.

One weekend. One page. From folder of ideas to a business
you have actually started.



A free tool for the business of one | heywork.shop

START HERE

Read this first

You have a folder of ideas and none of them started. That is not a you problem. A business plan asks you to predict a year you cannot see yet, so the honest response is to freeze. One page asks for something you can actually do this weekend.

So we are not writing a business plan. We are filling one page. By Sunday night it will hold your idea, the exact person you help, your offer in one sentence, a first price, and one real proof move you have already made. That is enough to start. Everything else is just the next small step after that.

The whole rule of this weekend: you do not need to be fearless. You need to be in motion. Fear thrives in fog. One page burns the fog off.

How the weekend is laid out

Four short sittings. You could do them at the kitchen table. Nothing here needs money, a website, or anyone's permission.

FRIDAY	30 minutes	Find your idea. Three quick lists, then circle the overlap.
SATURDAY AM	45 minutes	Pick your niche. Narrow from everyone down to one person in one moment.
SATURDAY PM	45 minutes	Shape the offer and set a first price you can say out loud.
SUNDAY	1 hour	Make one proof move. Turn the guess into something real.

One more promise before you start. Nobody has it all figured out. The people who look like they do just started before they felt ready. That is the only difference, and you are about to close it.

Find your idea

You do not need a new idea. You need to notice the one already in you. Fill these three lists fast, gut answers, no editing. Then we look at where they cross.

The three lists

1. What you are good at. The things people say you make look easy.

2. What people already ask you for. The favor you keep getting asked, the question that lands in your inbox.

3. What you would do on a free Saturday. The thing you drift toward when nobody is making you.

Now circle the overlaps. A thing you are good at, that people ask you for, that you would do anyway, is not a hobby. It is a business hiding in plain sight. Your idea is the strongest overlap you can see right now.

Two quick tests before you commit

The boring test. Picture yourself still doing this in month six, after the shine wears off. Would you still want it? The goal is not the most exciting idea. It is the one you will not quit in eight weeks.

The "someone already pays for it" reframe. You will search your idea and find people already selling it. Good. That is proof a market exists, not a closed door. An empty market usually means no one will pay. You do not need to be the only one. You need to be the clear choice for one specific person, which is exactly what tomorrow is for.

Pick your niche

"Everyone" is not a niche, it is a fog. When you sell to everyone, no one hears you, because no one thinks you mean them. The fix is a ladder. You climb down from everyone to a group to one person in one moment. The bottom rung is where the business lives.

The who-exactly ladder

EVERYONE	Photographers. (Too broad. Who are they, what do they need, you cannot tell.)
A GROUP	Wedding photographers. (Warmer. Still a big crowd.)
ONE PERSON	Wedding photographers drowning in editing, weeks behind, missing their own weekends.

Two more, so you can feel the pattern

Everyone	People who sell online
A group	Etsy sellers
One person	Etsy sellers who hate writing product listings and leave them half-empty

Everyone	Small local businesses
A group	Local gyms
One person	Local gyms with a dead Instagram account and no time to post

Your turn

Climb down your own ladder

Write on each line. Start broad at the top, then get more specific with every step down. The bottom line is the one that matters most, so give it the most thought.

EVERYONE

The widest, vaguest version of who you could help.

A GROUP

A real slice of them you could actually name.

ONE PERSON

One person, in one moment. Name the exact pain they feel today.

Stuck on the bottom line? That is normal, and it is the whole point of this weekend. You do not have to nail it now. A rough guess you can test beats a perfect answer you never write down. Tomorrow you shape it into an offer.

Shape the offer

You have a person and a pain. Now say what you do about it in one clean sentence. Not a paragraph. One sentence a stranger understands on the first read.

I help [person] get [outcome] without [pain].

Three worked examples

Offer

I help wedding photographers get their edits back in a week without giving up their weekends.

Offer

I help Etsy sellers get listings that sell without staring at a blank text box.

Offer

I help local gyms get a full month of Instagram posts without hiring anyone.

Write yours. If it feels clunky, keep the person and the pain, they matter most. You can polish the words later.

I help

get

without

Now set a first price

The number does not have to be right. It has to be a number you can say out loud to a real person without flinching. That is the whole bar today. You will change it later, everyone does.

- 1 **What is the outcome worth to them?** A week of weekends back, a shop that finally sells. Price the result, not your hours.
- 2 **What do adjacent services cost?** Look at what people already pay for similar help. You want to sit in that range, not far under it.
- 3 **Start specific, not round.** "\$300 for the first month" beats "we can figure it out." A specific number sounds like you have done this before.

Honest note, because it matters: this is not a promise about what you will earn. It is just your opening number, the one you test on real people. The market tells you the rest.

My first price (say it out loud once before you write it)

The proof move

Here is the line that changes everything: an idea is just a guess until someone pays you, or tells you plainly that they would. So today you stop guessing. You make one move that puts your idea in front of a real person and see what comes back.

All three of these cost nothing but a little nerve. Read them, then pick ONE and do it before Sunday night. One real move beats three you only planned.

Move A. Five honest conversations

Message five people who match your one person. You are not selling. You are asking for advice, and people love to give advice. Listen for whether the pain is real and what they already do about it.

THE ASK-FOR-ADVICE SCRIPT (NOT THE PITCH)

"Hey, I am looking into something and I trust your take. You know how [the pain] is such a headache? I am thinking of helping people with exactly that. Can I ask you two quick questions about how you handle it now?"

Move B. The pre-order or waitlist ask

The strongest signal short of a sale is someone raising their hand before it exists. Ask one person who has the pain if they want the first spot.

THE WAITLIST ASK

"I am putting this together now and taking a few early people at a lower rate while I build it out. Want me to hold you the first spot? No charge until we actually start."

Move C. One public post that names the niche

Post once, wherever your person hangs out. Name the niche out loud and ask who it would help. You are looking for a reply, a save, a "send this to my friend."

THE ONE-POST SCRIPT

"I am starting something for [your one person]: I help you [outcome] without [pain]. If that is you, or you know someone buried in it, say hi or tag them. Trying to talk to a few real people this week."

Pick one. Do it today. The point is not a yes. The point is that you stopped rehearsing and made contact. That is the move most people never make, and it is why their idea stays in the folder.

THE ARTIFACT

Your 1-Page Plan

This is the page you keep. Fill it in by Sunday night. Pin it where you will see it. When the doubt comes back, and it will, read this instead of reopening the whole question.

MY IDEA (the overlap I circled)

WHO EXACTLY (one person, one moment)

MY OFFER (I help ___ get ___ without ___)

FIRST PRICE

PROOF MOVE I CHOSE (A, B, or C)

WHAT CAME BACK (the result of my proof move)

MY ONE STEP MONDAY MORNING

A real example

Meet Priya. She works as a marketing coordinator in a job she has outgrown. On the side she is good with audio, so she keeps getting asked to "clean up" people's recordings. Here is the exact page she filled in over one weekend. Modest, honest, real.

PRIYA'S 1-PAGE PLAN

My idea	Editing podcasts for people who record fine but hate the fiddly cleanup after.
Who exactly	Solo podcasters, 10 to 30 episodes in, who record on their phone and dread editing day.
My offer	I help solo podcasters get clean, posted episodes without spending their weekend in the software.
First price	\$120 an episode to start. She said it out loud twice before she believed it.
Proof move	Move A. She messaged five podcasters she already followed and asked for advice, not the sale.
What came back	Three replied. Two said editing was the worst part. One runs a local nonprofit podcast and asked what she charged. That was the first yes.
Step Monday	Send the nonprofit a one-paragraph note: here is what I would do to your next episode, and the price.

Notice what did not happen. No logo. No website. No perfect name. No quitting her job. She turned one guess into one real conversation and one interested person. That is a started business. You are one weekend from the same place.

If the weekend goes sideways

Maybe nobody replied. Maybe the one reply was a no. Maybe you froze before you sent anything. Read this before you decide it means anything about you, because it does not.

What a no actually tells you

A no is not a verdict on you. It is one data point about one person at one moment. "Not for me" often means "not now," or "not at that price," or "you talked to the wrong person." None of those mean stop. They mean adjust one thing and ask again. The only real failure this weekend was never making contact, and you can fix that tomorrow.

Pivot, do not quit

When something does not land, you change the smallest piece, not the whole dream. Same skill, different person. Same person, different offer. Same offer, lower or higher price. You are turning dials, not tearing down the house. Most businesses that work are just an early guess that got adjusted a few times by someone who did not walk away.

If	Nobody felt the pain you named
Then	You named the wrong pain, not the wrong idea. Ask five more people what actually annoys them, use their words.
If	They loved it but would not pay your price
Then	Keep the idea, move the number, or make a smaller version that costs less.
If	You froze and sent nothing
Then	That is fear, not failure. Send one message tomorrow. Just one. Motion beats fear every single time.

Permission slip. You are allowed to start smaller than feels impressive. One client. One offer. One honest conversation. Small and started beats big and someday, every time. You already did the hard part: you stopped planning and moved.

Your next step

You just did the first stage of building a business: you found the idea, named the person, shaped the offer, and made it real with one proof move. That is further than most people ever get. Be proud of the page you filled in.

Finding and proving the idea is stage one of seven. After it comes selling it, delivering it well, protecting yourself, getting known, growing steadily, and getting paid on time. The Solo Business OS walks you through the other six the same way this weekend went: plain language, one small step at a time, no fluff and no hype.

When you are ready for the next step, it is waiting for you.

The Solo Business OS
See how it works at heywork.shop

The Solo Business OS is a one-time purchase. No subscription. It runs in the Excel or Google Sheets you already own, and your data stays on your machine.

Hey. You can actually do this.