

The Business Finder

Find the business hiding in your day job.

You have your skills. This is where they turn into a business idea you could actually start — one with a name, a price, and a first customer.

Set aside 45 minutes. Type straight into this PDF and save as you go.

YOUR NAME

TODAY'S DATE

START HERE

Bring your result across

You have already scored your skills. Copy the result from your screen into the boxes below, then keep going — everything from here is about what to do with it.

From your results screen

	FAMILY	SCORE / 6
Strongest		
Second		
Third, if tied		

One line before you go on

Write the thing you do at work that you assume everybody can do. Do not filter it. That sentence is usually the business, and by the end of this workbook you will know whether it is.

Your result named your families **one at a time**. A business is usually **two of them together**, and that combination is worth more than either one alone. That is what the next page is about.

By the last page you will have

- A business idea that fits the two skills you are strongest at
- The way you will run it — service, advisory, fixed package or product
- Evidence that somebody already wants it, taken from your own working week
- A named buyer, a price, and three people you can take it to this month

PART 1

Your combination is the business

Ten families make forty-five possible pairs. The pair is where the business is, because a single skill is a task and a pair is something other people cannot easily copy. Find your top two below.

YOUR PAIR	WHAT THE COMBINATION IS	BUSINESSES IT POINTS TO
Organiser + Translator	You build the system and teach people to run it	Onboarding design; SOP libraries with training built in; operations documentation people actually follow
Organiser + Analyst	You build the system and prove it worked	Reporting and dashboard set-up; KPI design; operations audits with numbers attached
Organiser + Strategist	You decide what matters and build the machine for it	Fractional COO; quarterly planning plus the system that delivers it
Fixer + Persuader	You diagnose it and get the room to accept the diagnosis	Turnaround consulting; project rescue where the real block is politics
Fixer + Analyst	You find what is broken and size the cost of it	Diagnostic audits; process reviews; due diligence support
Fixer + Steadier	You fix the mess and hold the people steady while you do	Interim leadership; crisis management; post-incident recovery
Translator + Maker	You explain it and the thing you make looks good	Course creation; content-led education; documentation people read by choice
Translator + Connector	You explain it and you know who needs to hear it	Workshops and community education; partner enablement; industry training
Persuader + Maker	You move people and you write it well	Copywriting; pitch and proposal services; launch messaging

PART 1, CONTINUED

The pairings, continued

YOUR PAIR	WHAT THE COMBINATION IS	BUSINESSES IT POINTS TO
Persuader + Connector	You get to yes and you can get the meeting	Partnerships; business development on retainer; high-ticket closing
Analyst + Maker	You find the meaning and make it legible	Data storytelling; research reports; insight products
Analyst + Guardian	You check the numbers and the rules	Compliance reporting; audit preparation; financial controls support
Guardian + Translator	You catch the risk and explain it without fear	Policy writing; compliance training; regulatory plain English
Steadier + Strategist	You keep the head and see three steps ahead	Executive coaching; chief-of-staff work; board advisory
Steadier + Connector	People trust you and they stay	Community management; client success; retention consulting
Maker + Organiser	You make it and you make it repeatable	Template shops; digital products; content systems
Strategist + Persuader	You choose the direction and sell it internally	Strategy facilitation; change programmes; transformation comms
Connector + Analyst	You know everyone and you know what is true	Market research with real access; competitive intelligence; specialist recruiting

MY PAIR

IN MY INDUSTRY, THAT COMBINATION LOOKS LIKE

OF THE BUSINESSES LISTED, THE ONE I KEEP COMING BACK TO

If your top two tied with a third

You have a range rather than a niche. Pick the pair whose buyer you can already name. The other one keeps.

PART 2

Four ways to run it as a business

You have a business idea. It can be run four different ways, and they are not better and worse — they are different trades between money, time and freedom.

1

Done for you

You do the work yourself. Highest hourly rate, lowest scale, fastest to a first payment. Start here — it funds everything above it.

2

Done with you

You advise while they do it. Fewer hours for a similar fee, but it needs proof you have done rung 1.

3

Productised

Fixed scope, fixed price, same delivery every time. You are ready when you have done a near-identical job two or three times and can describe it from memory.

4

A product

A template, a course, a tool. Made once, sold repeatedly. Slowest to a first payment and the only rung that earns while you sleep.

The honest note

Most people read this and want rung 4, because it sounds like freedom. Rung 4 is the slowest to a first pound and it needs the proof that only rungs 1 and 2 produce. Start where the money is, and climb with the evidence.

PART 2, CONTINUED

The ladder, family by family

Read the row for your strongest family, then your second. Your business idea probably sits between the two.

FAMILY	DONE FOR YOU	DONE WITH YOU	PRODUCTISED	A PRODUCT
Organiser	Build their systems in Notion, Airtable, Zapier	Systems coaching for a founder doing it themselves	Operations set-up in 30 days	A template shop of ready-made systems
Translator	Write their documentation and training	Coach their expert to teach it	Onboarding programme in a box	A niche online course
Fixer	Take the broken project and fix it	Diagnostic sessions, they execute	The two-week diagnostic, fixed fee	A troubleshooting playbook for one industry
Persuader	Write the pitch, the proposal, the sequence	Sales coaching for founders who hate selling	Proposal system in 14 days	A swipe file and pitch framework
Analyst	Build the reporting and run it monthly	Teach their team to read their own numbers	Pricing and profitability review	A modelling spreadsheet sold as a product
Maker	Content and design, done for them	Creative direction while they produce	Brand content sprint	Templates, presets, digital assets
Connector	Run partnerships or recruit for them	Advise on their partner strategy	Partnership pipeline in 90 days	A curated network or paid membership
Steadier	Interim chief of staff, hands on	Executive and founder coaching	The six-session leadership reset	A course on difficult conversations
Guardian	Edit, QA or compliance-check their work	Train their team to self-check	Audit readiness in 30 days	A compliance checklist pack
Strategist	Fractional COO or head of strategy	Facilitate their planning, they decide	The quarterly strategy day	A planning system with the templates

THE RUNG I CAN START WITHIN 30 DAYS

WHERE I WANT TO BE BY MONTH 6

WHAT HAS TO BE TRUE BEFORE I CAN CLIMB ONE RUNG

Start at rung 1 even if you want rung 4

The fastest businesses to start are the ones where you do the work yourself. Rungs 3 and 4 need proof, and the proof only comes from having done rung 1 a few times for real people who paid you.

PART 3

Prove somebody wants it

You have an idea and a way to run it. The difference between an idea and a business is proof that someone already wanted it — and you have four years of that evidence sitting in your working week.

The interruption test

What do colleagues interrupt your day to ask you for? Each interruption is a service with an existing customer, currently paid in thank-yous.

The calendar test

Read your last two weeks of meetings. Note every one that happened because of a skill of yours.

The replacement test

Write the job advert for your replacement, then count how many specialists it would take to cover it. Each specialism is a business you could run on its own.

The volunteer test

Which parts of your job would you carry on doing if the salary stopped? These carry the energy you will need later.

WORKED EXAMPLE

Interruption test: "Sam sends me every client email to re-word. Priya will not let a deck go out until I have seen it. New starters get pointed at me in week one, every time."
Three interruptions, one business: making other people's work clearer before it ships.

The line that turns evidence into a business

Of everything above, what have you done more than twice, for more than one person? That is the idea with demand already attached. Everything else is a guess.

PART 3, CONTINUED

Say it the way the market says it

The same work has two names. The left column is what it is called inside a company. The right is what people pay for.

AT WORK YOU CALL IT	THE MARKET CALLS IT
Running the weekly status meeting	Facilitation, workshops and group programmes
Managing stakeholders	Client management — the skill most freelancers lack
Writing the board pack	Executive communication, sold at consultant day rates
Onboarding new starters	Training design and course creation
Handling difficult customers	Retention and customer success
Chasing other teams for updates	Project and delivery management
Being the one who knows where everything is	Knowledge management and documentation
Sense-checking someone else's numbers	Financial review and controls
Saying no to a bad idea in a meeting	Strategic advisory

Part 4 • The energy test

Competence tells you what you could sell. Energy tells you what you can sustain. Take your five strongest specific skills and score each out of 10 twice — once for how good you are, once for how a full day of it leaves you, where 1 is drained and 10 is fresh.

SKILL	ABILITY / 10	ENERGY / 10

PART 4, CONTINUED

What your two scores mean

YOUR TWO SCORES	WHAT TO DO
7 or more on both	Build here. You can be excellent at this for years without resenting it.
High ability, low energy	The salary trap. It would rebuild the job you are leaving. Price it high and keep it to a small share of the week.
High energy, lower ability	Develop it alongside paid work. Not the thing you launch with.
Everything else	Leave it at the old job.

THE SKILL I WILL BUILD THE BUSINESS ON

Part 5 · Who actually buys it

A business idea becomes income when it meets a person. After years inside an industry you already know several of them well.

INDUSTRIES, DEPARTMENTS AND ROLES I UNDERSTAND FROM THE INSIDE

A PROBLEM I FIXED AT WORK

THE PERSON WHO FELT IT

PART 5, CONTINUED

Score your candidate buyers

Score each 1 to 5. Pain — how urgent and expensive the problem is. Purse — whether they control a budget or personally feel the cost. Path — how easily you can reach them. Eleven or more out of fifteen marks a live buyer.

CANDIDATE BUYER	PAIN	PURSE	PATH	TOTAL

The most common discovery

Your best buyer is you, two years ago. You know exactly what they are struggling with, what they have already tried, and what they would happily pay to make it stop.

THREE PEOPLE WHO FIT, WHOSE EMAIL ADDRESS I ALREADY HAVE

PART 6

Turn the idea into something people can buy

A business idea people can buy has three parts and no more. Write yours in your buyer's words, not yours.

The starting state Where your customer is when they come to you.

The change What is different afterwards. One sentence, no jargon.

The deliverable What physically lands in their hands at the end.

Now say it as one sentence

When a comes to me, they are

I

and they end up with

IT TAKES

AND IT COSTS

Two pricing rules that survive contact with reality

Price the change, not the hours. If nobody has flinched at your price it is too low — and quote the fixed fee before you quote a day rate, or you will be a day rate forever.

MY BUSINESS IS CALLED

A business with a name gets referred. A description does not.

WORKED EXAMPLE

When a founder whose business has outgrown their memory comes to me, they are losing a day a week to chasing people and re-explaining the same things. I map what they actually do and build it into one system their team can run without them. They end up with a documented operation a new hire can pick up in a day. It takes 30 days and costs £2,400.

Called: Operations set-up in 30 days.

YOUR RESULT

One page you can act on

MY SKILL PAIR

THE BUSINESS IT POINTS TO

HOW I WILL RUN IT, RUNG 1 TO 4

WHAT I DO, IN ONE SENTENCE

WHO BUYS IT, AND THE PAIN THEY CARRY

MY PRICE

The first move, this week

One sentence, with a person's name in it and a date. Not “build a website”.

You have a business idea. Is the price right?

Most people get the price wrong, and a few pick the wrong idea entirely. Bring this page to a Power Hour and we test all of it — whether the buyer is real, whether the idea holds, and what you should actually charge. You leave with the version you can send to the three people you listed on page 10.

The Power Hour · \$495 · 4 slots a month

Not ready? The 90 Day Business takes you from this page to a first paying customer. \$99, October.