AN INDIEL BUSINESS KIT

Make more of your *work.*

Find the opportunity.
Understand the business behind it.
Decide what comes next.

A guided review by India More Nisbett

For people with expertise, a body of work
and ambitions for what it could become.

Complete on screen, or print the pages you want to use.

01 / START WITH THE VALUE

What do people already value?

There may be more commercial value in your work than your current business makes use of. Before choosing a new format or adding another offer, look at what people already trust you to do.

Choose one service, subject or part of your work. Use the same focus throughout this review. You will finish with an opportunity brief and a decision about what to do next.

What do people trust you to help them with?

Name the situation they bring to you and the change they want to make.

What do they particularly value in your approach?

Look at repeat business, referrals, feedback and the questions clients keep bringing back.

LOOK FOR THE DISTINCTION

Your subject describes the field you work in. Your value is what you help someone understand, change or achieve within it. Be as specific about that as you can.

02 / WHAT YOU HAVE BUILT

You may have more to work with than you think.

Knowledge, methods, material, relationships and reputation can support more than the offer through which they first developed. Their value depends on what they could help someone do.

What could you build on?

Include useful material, repeatable methods, trusted relationships and expertise that is currently available only through you.

Where is that value underused?

What do clients need before, between or after your current engagements? What relevant requests do you turn away?

A QUESTION OF USE

A substantial archive can still be difficult to buy or use. Ask what someone would come to it for, where they would begin, and why they would return.

03 / CHOOSE A DIRECTION

What could change?

Choose the form that suits the opportunity and the business you want to run.

01 **Strengthen an existing offer**

Make its value, scope and place in the market clearer. Growth may begin with selling the current work better.

02 **Develop a body of work**

Turn useful expertise or material into a defined resource, programme or continuing service.

03 **Work with a suitable partner**

Combine your expertise with another business's customers, products, production or distribution.

04 **Change the way you deliver**

Make the work more consistent, extend who can deliver it, or reserve your time for the decisions that need you.

Which possibility will you examine?

Describe one specific change, rather than a list of possible formats.

You are choosing a possibility to assess. You can change your mind as the evidence develops.

04 / THE CUSTOMER

Would someone choose to buy it?

Interest, compliments and willingness to pay are different kinds of evidence.

Who would buy, and what would they be paying for?

Describe a recognisable customer, a situation that matters to them, and what the offer would help them do.

What have they actually said or done?

Record purchases, repeat requests, referrals and conversations about this particular need. Mark assumptions as assumptions.

READ THE EVIDENCE CAREFULLY

A request for private advice shows interest in that help. It does not establish demand for a group programme on the same subject. Check the need, the format and the price together.

05 / REACH AND DELIVERY

Follow it through to the customer.

An offer needs a credible route to the right people and a business capable of delivering what they buy. Trace both before investing in the launch.

How would the right people find and choose it?

Name a route you can reasonably access. Include how someone would understand the offer, ask questions and buy.

What happens after someone buys?

Include preparation, delivery, support and follow-up. Who would do each part, and what genuinely needs your judgement?

LOOK BEYOND THE VISIBLE WORK

If each new customer creates more decisions that only you can make, the offer may increase your workload faster than it increases your capacity. Decide what must be organised before adding volume.

06 / THE COMMERCIAL CASE

Would it be worth doing?

Work with one sale, customer or delivery cycle. Label estimates, and keep the same basis throughout.

What would be available from a sale?

Start with the proposed price. Subtract taxes you must pass on, payment fees and direct costs such as materials, outside delivery and support.

How much time would that sale require?

Count preparation, delivery, administration and follow-up. What remains per hour of your time, before overheads and setup costs?

What must the business commit in advance?

Include setup costs, ongoing overheads, minimum sales needed and the money or capacity at risk if demand is lower than expected.

MAKE THE TRADE-OFF VISIBLE

The amount left after direct costs is not profit. It still has to support your time, overheads and initial investment. Compare the opportunity with what the same time and money could do elsewhere in the business.

07 / RESOLVE THE UNCERTAINTY

What do you need to find out?

Choose the uncertainty that would most affect your decision. A useful test should tell you something you need to know before making a larger commitment.

Which assumption could change the decision?

Is the uncertainty about demand, willingness to pay, the format, access to customers or the work required to deliver?

How will you investigate it?

Choose an action, a date and a limit on time or money. That could be a priced outline, a limited paid pilot or a conversation with a prospective partner.

What result would justify the next commitment?

Decide in advance what would support proceeding, revising or stopping. Record the kind of evidence you need, not simply a positive response.

A useful test can change your mind.

08 / READ YOUR ANSWERS

What deserves your attention now?

Use the gaps in your review to choose the next piece of work.

Demand is still an assumption

Speak to relevant potential buyers about the proposed offer and price. Establish whether the need is real before investing in a full build.

The need is clear; the offer is not

Define what someone would receive, what it would help them do, and where its limits sit. Revisit the format, scope and price together.

The offer is credible; delivery is strained

Work through responsibilities, time and support. Consider whether the existing business needs strengthening before adding another offer.

The case is strong enough for a test

Take a limited next step with a clear spending or capacity limit, and decide when you will review what you learn.

My priority, and the reason for it

Choose the issue that most affects whether this opportunity can work.

09 / YOUR OPPORTUNITY BRIEF

Put the business case on one page.

Summarise what you know. Keep uncertainty visible rather than writing around it.

The opportunity

What would you develop or change, for whom, and to what end?

The evidence

What suggests people need it and would pay for this form of help?

The business behind it

How would customers find it, and what would price, cost and delivery involve?

The unresolved question

What must you establish before making a larger commitment?

The next decision

What will you investigate, by when, and what result will guide your choice?

10 / MAKE ROOM FOR THE WORK

Give the next step a time and a limit.

A worthwhile opportunity still has to earn its place in your business.

The first action

Choose one action you can begin within the next seven days. Record who is responsible and the date.

The capacity it will need

Set a limit on time and spending. What will you defer, stop or delegate to make room for it?

The review

When will you review what happened? Which decision will you make with the evidence you have gathered?

The next commitment should be proportionate to what you know.

WORK WITH INDIA

Bring the decision you want to make.

The kit gives you a structure for examining an opportunity. A private working session gives us time to consider your answers in the context of the whole business, challenge assumptions and decide where your attention should go next.

Business Working Session

90 minutes / £350

Preparation beforehand. A written recommendation afterwards.

Bring your brief, or come with the question you need to work through. We can examine the commercial proposition, positioning, customer journey and practical requirements, then agree a useful next step.

EXPLORE THE WORKING SESSION

For a broader engagement across business direction, brand or leadership, enquire about private work through the Indiel website.

indielconsulting.com

India More Nisbett founded Indiel, a strategic advisory practice working across business direction, brand and leadership.