

THE RUSTIC COMPASS · FREE STARTER KIT

The Business Idea Worksheet

Pressure-test an idea in an afternoon: who it is for, what it costs, and whether the numbers work.

Find your direction.

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Start here

Most business ideas fail on arithmetic, not on ambition. This sheet does the arithmetic before you spend anything.

It is one of five free sheets in the Compass Starter Kit.

How to use this workbook

- Fill it in for one idea at a time.
- Do the numbers page even if you hate it — especially then.
- Talk to five real people before building anything.
- Park an idea in writing rather than abandoning it quietly.

Type into it, or print it

Every box, line and tick box in this file is live — open it on a phone, tablet or computer and type straight in, then save your copy. Prefer pen and paper? Print it single-sided on plain US Letter and reprint any page as often as you like. The contents page links jump you to any worksheet.

What's inside

Tap or click any line below to jump straight to that worksheet.

1. The idea in one line — If you cannot say it plainly, it is not ready.
2. What you will sell — One offer, one price, one promise.
3. Do the numbers work — The three sums that decide it.
4. Test it in two weeks — Proof before spending.

1. The idea in one line

I help _____ to _____ so they can _____

Who exactly is it for

Who	Where they already are	What they pay for now

Why me

2. What you will sell

What they get	What it costs me	What I charge	Profit each

What is included, and what is not

One offer to start

Five offers means five things half-built. Sell one thing until it is boring, then add the second.

3. Do the numbers work

1. What I need this to earn each month

2. Profit per sale

3. Sales needed per month (1 ÷ 2)

Startup costs, honestly

What	Cost	Needed now or later?

Is that number of sales realistic in my first six months?

4. Test it in two weeks

- ☐ Describe the offer in writing to five people who match your buyer.
- ☐ Ask what they would expect to pay — before naming your price.
- ☐ Offer it to two of them at the real price.
- ☐ Write down every objection you hear.
- ☐ Only build the website after somebody has paid.

What I heard back

Who	What they said	Would they buy?

Decision: carry on, change it, or park it

Keep going

You now know who it is for, what it costs, how many sales it needs, and what real people said. That is enough to decide.

Next steps

- Put your finished sheets somewhere you'll actually see them.
- Book one 20-minute review with yourself, same day each month.
- Join The Compass Letter at therusticcompass.com for a free resource each month.
- Questions or a broken link? Email contact@therusticcompass.com and we'll fix it.

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