

1. THE RANKED HOURS

| Rank | Model | Build Hours | Maintain Hrs/Week | Annual Hours (build + 50xweekly) |
|------|------------------------|-------------|-------------------|----------------------------------|
| #6 | Membership | ~40 | 12 | 640 |
| #5 | Print on Demand | ~20 | 7 | 370 |
| #4 | Course | ~80 | 5 | 330 |
| #3 | Email System | ~30 | 3 | 180 |
| #2 | Templates | ~10 | 1.5 | 85 |
| #1 | Digital Product | ~15 | 1 | 65 |

2. CALCULATE YOUR MODEL

| YOUR Model | YOUR Build Hours | YOUR Weekly Hours | YOUR Annual Hours |
|------------|------------------|-------------------|-------------------|
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |

3. THREE PROMPTS

1. Which of the 6 models are you currently running or considering? Be specific (e.g., "Etsy POD store" not just "POD").

2. What does your ACTUAL weekly maintenance look like? List 3 tasks + your real hours per task.

3. If you're spending more than 5 hrs/week, what would it take to pivot to Templates or Digital Product (the 2 low-maintenance winners)?

4. YOUR ONE-SENTENCE OFFER

I help _____ get _____ faster, using a template/digital product I already know how to build.

5. THIS WEEKEND CHECKLIST

- Saturday morning: Pick the 1 model you'd pivot to (Templates OR Digital Product). One, not both.
- Saturday afternoon: Identify what you'd build. Use a skill from your job. (Spreadsheet · process doc · Notion template · checklist · short PDF guide.)
- Sunday morning: Build the v1. 5 hours max. Don't perfect — ship.
- Sunday evening: Post one useful answer in a forum/community where your buyers hang out, with the link to your \$20 product at the bottom.