

SoloHatch

One-Person Company Starter Kit Report

Public Sample Report

Sample report ID	SAMPLE-STARTERKIT-001
Report language	English
Sample profile	Solo operator turning a useful skill into one clear first offer
Generated for	Public preview only

Important	This public sample uses fictional answers. It is provided only to show the report format, level of detail, and practical style. It is not a customer report, not a live consultation, and not a guarantee of business results.
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Sample answer area	Fictional sample input
Current skill	Operations writing, client onboarding, and simple AI-assisted document setup.
Target buyer	Solo consultants who lose time turning new enquiries into structured project starts.
Current blocker	The offer is useful but still too general. The buyer cannot yet see one clear first result.
Preferred first product	A fixed-scope client onboarding starter kit with intake questions, handoff notes, and a first-week action plan.

Offer Diagnosis

The sample profile has a practical skill and a real buyer pain: repeated setup work before a project can begin. The strongest starting point is a narrow onboarding package for solo consultants who already sell services but lose time clarifying the first steps.

The current stage is offer shaping. The person can describe who they help and what process is painful, but the promise needs a tighter boundary before outreach or a sales page will make sense.

Stage	Offer shaping
First clear outcome	A consultant can turn a new enquiry into a cleaner project start within one week.

First Sellable Offer

Package the first version as a small paid setup: "I turn your enquiry and onboarding process into a simple first-week client start kit." This is easier to buy than a vague automation or AI consulting offer because the buyer can picture the deliverable.

The offer should include one intake form, one handoff note template, one first-week checklist, and a short recommendation note. It should not include a full CRM build, custom automations, or ongoing project management.

Offer name	Client Start Kit for Solo Consultants
Delivery promise	A clearer first-week start process, not a full business system.

Target Customer Group

The best early customer is a solo consultant who already receives enquiries and closes projects, but repeatedly rewrites the same onboarding messages. This buyer understands the cost of messy starts and does not need to be educated from zero.

Avoid targeting people who have no service, no clients, or no repeated delivery path yet. They may like the idea, but they will not feel the workflow pain strongly enough to pay for a focused kit.

Primary buyer	Solo service consultants with repeated onboarding work
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Message Direction

Use a practical message that names the operational pain: "If every new client start requires fresh explanation, scattered notes, and repeated reminders, I can turn that into a clean first-week start kit."

The message should avoid income promises. It should focus on clarity, reduced repeated writing, and a smoother handoff from enquiry to project start.

Proof angle	Less repeated setup writing and clearer client starts
Risk to avoid	Do not imply guaranteed sales, revenue, or fully automated delivery.

7-Day Starter Path

Day 1: Pick one buyer group and collect three common enquiry situations. Day 2: write the five intake questions that appear in most projects. Day 3: create the first-week checklist. Day 4: draft one handoff note template. Day 5: send the offer to five consultants. Day 6: refine the offer based on replies. Day 7: decide whether to repeat, narrow, or pause.

The purpose of the week is to test whether the buyer values a clearer project start, not to build a full product ecosystem.

Decision rule
Continue only if real prospects understand the kit and one person is willing to discuss a paid pilot.

Next Product Fit

If the first kit receives interest, the next SoloHatch product that could be relevant is Workflow Map. It becomes useful after there is a clearer offer and a repeated delivery path worth organizing.

If there is no buyer response, do not scale content yet. Narrow the buyer group or rewrite the problem statement first.

Scope note
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