FULL CHAIR · FREE STARTER

Your Expertise to Offer Map

Six questions that turn what you already know into one small, testable offer idea.

This map is for experienced professionals who are often asked for advice but have not yet packaged that knowledge into something people can buy.

It takes about 45 minutes. Answer in plain sentences. You do not need a website, a social media following or an AI tool.

How to use it

— Type straight into the boxes on screen and save the file, or print it and write by hand.

— Answer the six questions in order. Each answer feeds the next.

— Be specific. “Leaders” is too broad; “newly promoted team leads in Dutch healthcare” is useful.

— Read the worked example on page 4 if you get stuck.

What this map is not

It is not a business plan and it does not promise customers or income. It helps you choose one idea worth testing with real people.

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THE MAP

Six questions

1. Your current situation

Where are you now in your work? What do people already come to you for, paid or unpaid?

2. Evidence of your expertise

Name three concrete situations where your knowledge made a visible difference. What did you do, and what changed?

3. One customer and one problem

Pick one type of person or organisation, and one problem they recognise in their own words.

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4. The outcome they want

What would be different for them afterwards? Describe it the way they would describe it.

5. The obstacle

What stops them from getting there on their own? Lack of time, know-how, confidence, a structure?

6. Your smallest test

What is the smallest thing you could offer within two weeks to see if anyone wants this? Who will you ask?

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WORKED EXAMPLE

One map, filled in

ILLUSTRATIVE EXAMPLE — A FICTIONAL PERSON, NOT A CLIENT

1. Situation. Anna, 57, spent 22 years in HR, the last eight as HR director of a regional care organisation. Former colleagues regularly call her about difficult reorganisations.

2. Evidence. Led a merger of two departments without forced redundancies; designed an onboarding programme that halved the number of new staff leaving in their first year (internal report); coached six first-time managers through their first year.

3. Customer and problem. Newly appointed team leads in care organisations who have to announce a reorganisation to their own team and dread the conversation.

4. Outcome. "I know what to say, in what order, and how to handle the questions — and my team still trusts me afterwards."

5. Obstacle. No one in their organisation has time to prepare them; HR sends a script, not a conversation plan.

6. Smallest test. A 90-minute one-to-one preparation call with a written conversation plan. Anna messages ten former colleagues and asks whether they know a team lead in this situation.

OPTIONAL NEXT STEP

When you want to go further

If your map points to an idea worth testing, the Full Chair **Expertise to Offer** workbook takes you through the full route: an evidence profile, a scoped offer with a pricing hypothesis, sales copy, reusable AI assistant instructions for one task and a 14-day market test.

It is entirely optional. This map is yours to keep and use on its own.

More information: **fullchair.online/experience-to-offer**

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