

Give “I don’t know what to start” somewhere useful to go.

One Small Prompt helps a person move from a rough idea—or genuinely nothing—to a deliberate business direction, first customer, offer, name, brand, and complete private website plan.

THE MISSING FIRST STEP

Useful before the spreadsheet.

Traditional business-planning help works best when a person can already name the business, customer, and first offer. Plenty of people arrive one step earlier.

One Small Prompt gives that uncertainty structure. It develops alternatives and explains tradeoffs, but leaves every meaningful decision with the person. Their private brief remains in their browser session unless they download it.

WHAT IT REFUSES TO PRETEND

The workshop does not invent evidence.

- ✗ No fictional customers, revenue, demand, or validation.
- ✗ No guaranteed outcomes or automatic “winning” idea.
- ✗ No claim that a suggested name or domain is legally clear.
- ✗ No account, card, publication, or sales pressure during the workshop.

A PRINTABLE FACILITATION PLAN

A useful first hour—not a rushed finished business.

Use the browser workshop individually or as a guided group exercise. The hour ends with a direction worth investigating; participants can continue privately through naming, brand, and website work afterward.

0–05 min

Choose the honest beginning

“I have an idea” or “I’ve got nothing.” No elevator pitch required.

05–18 min

Set real-life constraints

Available time, money at risk, preferred work, useful skills, customer contact, and hard limits.

18–35 min

Compare three directions

Read the actual work, first customer, first offer, repeat potential, and honest hard part for each.

35–48 min

React before selecting

Name what feels energizing, unrealistic, too broad, too public, or worth combining.

48–57 min

Choose a direction to investigate

Treat it as a hypothesis for conversations and evidence—not as validated demand.

57–60 min

Save the next step

Download the private brief or continue independently into offer, name, brand, and website.

Bring ten uncertain beginnings.

We provide the live workshop, this facilitator plan, and a direct feedback channel. The partner provides context, optional facilitation, and candid notes about where people get stuck.

01 · ACCESS

No-cost workshop

No participant account, card, installation, or public post is required.

02 · FORMAT

Facilitated or private

Use the first-hour agenda in a room, or share the path for independent completion.

03 · LEARNING

Candid feedback loop

We want friction, confusion, and missing cases—not a manufactured endorsement.

COMMERCIAL BOUNDARY

The pilot is not a disguised checkout.

The full design workshop is free. Only after a person approves a complete private website do they see the separate option for \$39/month managed publishing. A partner never has to endorse or sell that option.

DURING THE WORKSHOP

No account, no card, no publication.

AT COMPLETION

A private plan and locally downloadable brief or result card.

OPTIONAL LATER CHOICE

\$39/month for one managed website, hosting, and a standard domain or connection of one already owned.