YOU COULD CHARGE FOR THAT.

Find the paid possibilities in what people already ask you to explain, solve, or make happen.



Real examples.
Words you can use.
Your next paid ask.

START HERE

Sound suspiciously familiar?



Pick the situation affecting a real opportunity now. Start with its page, see the completed memo on page 10. Use the help on page 11, then write your own Next Move Memo on pages 12-13.

“I can do a lot. What should someone hire me for?” 3
01 · Make the offer easy to buy.

“I’m booked. More revenue currently requires another me.” 4
02 · Give the repeatable work another format.

“I know people. I need a reason to do business together.” 5
03 · Put a commercial proposal on the table.

“Everyone loves the event. What happens afterward?” 6
04 · Give the experience a useful next step.

“Apparently, my brain is an all-you-can-eat buffet.” 7
05 · Put a boundary around custom thinking.

“We agreed on ‘strategy.’ Apparently, we meant different things.” 8
06 · Explain the work before they buy.

“This idea could become several things. Where do I begin?” 9
07 · Choose the next paid application.

01 / MAKE THE OFFER

Give them a job they can hire you for.

People praise your experience, then struggle to describe what they would buy.

WHAT IS HAPPENING

An experience list makes the buyer do the translation. Choose a situation they recognize and a useful result you can help produce.

WORKED EXAMPLE · ILLUSTRATIVE

An operations leader regularly helps new managers delegate. A first paid offer could be a working session where managers build a delegation plan for one live project. The buyer could be the department head responsible for their performance.

WORDS YOU CAN USE

“I help newly promoted managers hand off work without taking it all back. In a working session, we build a delegation plan for a real project.”

YOUR MOVE

Write one problem someone has asked you to solve. Name who has it, who can approve payment, and what they would leave with. Choose a buyer you can reach.

LOOK FOR THIS

A buyer recognizes the situation, explains its consequences, or asks how the session would work. A compliment alone leaves the buying question open.

The buyer I will ask, and the problem I will discuss:



02 / PROTECT YOUR CAPACITY

Booked. Busy. Still one person.

Every new sale adds more private hours to your calendar.

WHAT IS HAPPENING

Look for an explanation, process, or exercise you repeat. Decide which parts someone can use independently and which decisions still require your judgment.

WORKED EXAMPLE · ILLUSTRATIVE

A consultant repeats the same onboarding lesson with every client. She could test a paid team workshop using a checklist and one worked example. Custom review remains separately scoped. She asks existing clients about the need before recording a course.

WORDS YOU CAN USE

“Your team keeps encountering [problem]. I can teach the process in [format], and you’ll leave with [tool or plan]. Individual review would be a separate scope.”

YOUR MOVE

Choose one repeated task. Estimate preparation, delivery, support, and revision time, plus direct costs. Compare the proposed fee with that total effort. Set a delivery limit.

LOOK FOR THIS

Buyers want the repeatable format, participants can use it, and support stays within the planned limit. If every person needs extensive custom help, revisit the format or price.

The repeated work I could teach or deliver differently:

03 / BUILD A PAID PARTNERSHIP

You know people. Now name the work.

An introduction or shared audience suggests possibility. Nobody has defined the commercial arrangement.

WHAT IS HAPPENING

Find a buyer problem your combined expertise could solve. Name each party’s contribution, the funding source, and who is responsible for selling and delivering.

WORKED EXAMPLE · ILLUSTRATIVE

A benefits advisor serves employers whose new managers struggle with difficult conversations. A leadership consultant could propose a paid workshop for those clients. The employer or advisor could fund it; that decision belongs in the proposal.

WORDS YOU CAN USE

“Your clients are dealing with [problem]. I help them [result]. Could we explore a [workshop / project] for them? You would handle [role]; I would handle [role]. Who would approve and fund the work?”

YOUR MOVE

Choose one possible partner. Write the shared buyer, useful result, each role, and payment arrangement. Clarify ownership of materials and permission to use results before delivery.

LOOK FOR THIS

You have a named sponsor or buyer, an agreed role for each party, and a next decision date. “We should collaborate” still needs those details.

The partner, shared buyer, and paid work worth discussing:

04 / DESIGN THE NEXT STEP

They loved it. Give them somewhere to go.

People enjoy your event, talk, or workshop. The next useful paid step is unclear.

WHAT IS HAPPENING

Decide what participants should accomplish during the experience and what help they might reasonably need afterward. Make one relevant invitation. Honor any no-pitch promise.

WORKED EXAMPLE · ILLUSTRATIVE

A consultant leads a session where founders practice explaining an offer. Attendees leave with revised wording. A separately scoped offer review could help those who need individual feedback. A community host could fund the initial session.

WORDS YOU CAN USE

“You’ve worked on [task] today. If you want help with [next problem], I offer [defined work]. You’ll leave with [deliverable]. Here’s where to review the scope.”

YOUR MOVE

Name the experience’s buyer or funder, participant outcome, delivery costs, and relevant next step. Plan when and how the invitation fits. For a no-pitch room, use agreed follow-up.

LOOK FOR THIS

Track invitations, conversations, proposals, and purchases separately. Attendance and enthusiasm tell you something; they don’t establish paid demand.

The participant outcome and relevant next paid step:



05 / SCOPE YOUR THINKING

The “quick question” has become a project.



You are reviewing someone’s situation, designing their plan, and explaining implementation before agreeing on paid work.

WHAT IS HAPPENING

Decide what you are happy to give freely. When the request requires preparation or custom judgment, describe a bounded paid engagement before doing the work.

WORKED EXAMPLE · ILLUSTRATIVE

A founder asks for a quick opinion on pricing, then sends three offers, a sales history, and a partnership proposal. A paid review could include examining those materials, one working session, and a written recommendation. Implementation gets its own scope.

WORDS YOU CAN USE

“That needs a closer look at your [offers / buyers / situation]. I can review [materials], help you decide [decision], and leave you with [deliverable]. The fee is [price]. Would you like the scope?”

YOUR MOVE

Choose one recent request. Write what was asked, what custom work it requires, the deliverable, and the fee you would propose. Decide where the work ends.

LOOK FOR THIS

The person agrees to review a paid scope, clarifies a smaller need, or declines. Each response helps you decide how much more time to invest.

The custom work I will scope before doing more:



06 / EXPLAIN DELIVERY

What happens after “yes”?

A buyer wants help, but “strategy,” “support,” or “visibility” could mean several different things.

WHAT IS HAPPENING

Explain the work you do together, the output they receive, and the part they own. Include timing, revisions, exclusions, and how additional work is agreed.

WORKED EXAMPLE · ILLUSTRATIVE

“Visibility strategy” could mean choosing a buyer, revising an offer explanation, and drafting an outreach message. The client may assume it includes posting content, creating graphics, or managing replies. Name those boundaries before purchase.

WORDS YOU CAN USE

“We’ll review [materials], work through [decision], and create [output]. You’ll handle [implementation]. The fee includes [meetings / revisions]. Additional work will be quoted separately.”

YOUR MOVE

Write a five-line scope: the problem, work included, deliverable, buyer responsibilities, and investment/timing. Ask someone unfamiliar with the offer what they think they would receive.

LOOK FOR THIS

They can explain what they are buying and what they must do. Clarify any mismatch before agreement. Confusion is useful feedback while the scope is still editable.

What the buyer receives, and what they own:

07 / CHOOSE THE APPLICATION

One brain. More than one way to get paid.

You can see a book, workshop, product, advisory service, or experience. Choosing the next one feels difficult.

WHAT IS HAPPENING

Compare paid applications against a reachable buyer, an active need, your evidence, delivery effort, and current commitments. Start with the option you can test responsibly.

WORKED EXAMPLE · ILLUSTRATIVE

A leader’s decision-making method could become a guide, a team workshop, and private advisory. Each serves a different need. A team asking for live practice gives a workshop a stronger starting case than a course nobody has requested.

WORDS YOU CAN USE

“I’ve used [method or experience] to help with [supported result]. I’m exploring [format] for [buyer]. How are you addressing [problem] now, and what help would be worth paying for?”

YOUR MOVE

List up to three applications. For each, name a buyer, demand evidence, delivery cost, and a first test. Mark unknowns as unknowns. Choose one test with a time limit.

LOOK FOR THIS

A specific buyer engages with a defined scope, budget, or purchase decision. Use what you learn before committing to more products or changing your existing income sources.

The application I will test first, and why:



YOUR NEXT MOVE MEMO / COMPLETED EXAMPLE

Here’s what finished looks like.

Illustrative example: an operations consultant whose clients keep asking for help with delegation.

I’M NOTICING

Two department heads asked how to help new managers hand off work without taking it back. That is an observed request; willingness to pay is still unknown.

I COULD OFFER

A 90-minute workshop for up to eight new managers. Each leaves with a delegation plan for one live project.

I’M CHOOSING THIS BECAUSE

I have helped managers use this process in my work. I can reach the two department heads who raised the problem.

I STILL NEED TO LEARN

Who funds manager development, whether this is a priority now, and whether a workshop fits their needs.

MY SMALLEST USEFUL TEST

Speak with those two department heads before building slides. Ask about the most recent delegation problem and how they buy help.

MY ASK AND DEADLINE

By Friday: “You mentioned delegation was slowing the team down. Could we talk for 15 minutes about what is happening and what support you already use?”

MY NEXT DECISION

If a buyer has an active need and wants a scope, draft one. If they need individual support, reconsider the format. If neither has a current need, investigate another buyer before building.

A LITTLE HELP BEFORE YOU WRITE

“I don’t know yet” belongs here.



You can make a useful next move while some answers are still missing. Turn the missing answer into a question you can investigate.

NO OBVIOUS OFFER?

Look at your last five requests for help. What were people trying to get done? Choose one repeated problem. Write the result in everyday language.

NO CLEAR BUYER?

Separate the person using the work from the person paying for it. Ask: “Who decides whether to bring in help for this?” Start with someone you can reach.

NO CLIENT RESULTS YET?

Use a relevant example from your employment, volunteer work, or your own project. Describe what you actually did. Label a new application as untested.

NO PRICE YET?

Estimate all delivery hours and direct costs. Ask buyers what they use now and how a purchase is approved. Your first conversation can investigate these questions before you quote.

TOO MANY POSSIBILITIES?

Prefer the option with a reachable buyer, a current problem, and delivery you can manage. Write why the other options can wait.

NO SPARE CAPACITY?

Set a limit before testing: preparation time, number of buyers, and support you can provide. Keep existing paid commitments in the plan.

Ready enough: one person, one useful ask, one date.

YOUR NEXT MOVE MEMO / 1 OF 2

Pick one possibility.



Download first, then type into the fields in a PDF reader and save a copy. You can also print these two pages. Short answers are welcome. Mark assumptions clearly.

Here’s what I’m noticing.

Record an actual request, comment, or repeated situation. Who said or did what?

Here’s what I could offer.

Who would use it? Who would pay? What would they receive or be able to do?

Here’s why I’m choosing this.

What experience or buyer behavior supports this move? What commitments must stay protected?

YOUR NEXT MOVE MEMO / 2 OF 2

Make tomorrow obvious.



Keep this page somewhere you will see it. The next action should fit your actual calendar.

Here’s what I still don’t know.

Choose the question most likely to change your decision: need, buyer, price, or delivery.

Here’s the smallest useful test.

What will you do to answer that question? Set a time or spending limit.

Here’s my ask.

Write the actual message, name the person, and set the date you will send it.

Here’s how I’ll decide what follows.

What would make you proceed, change the offer, or pause? Name the evidence you will look for.

MAKE THE ASK / READ THE RESPONSE

“Great idea” is a starting point.



A real conversation gives you information. Use the response to decide what deserves another step.

AN ASK YOU CAN ADAPT

“You mentioned [problem]. I can help [person / team] achieve [result] through [defined work]. You’ll leave with [deliverable]. The fee is [price], including [scope]. Would it be useful to discuss this for [situation or date]?”

THEY SAY “INTERESTING”

Ask how they handle the problem now and whether it needs attention. Don’t count a compliment as a buying commitment.

THEY DESCRIBE AN ACTIVE NEED

Clarify the consequence, timing, desired result, and who approves spending. Ask what they have already tried.

THEY ASK FOR SCOPE OR PRICE

Confirm the deliverable, responsibilities, budget discussion, and decision process. Agree when you will review the proposal together.

THEY DECLINE OR GO QUIET

Consider fit, timing, access to the buyer, and whether the offer was understandable. One response cannot establish market demand. Set a reasonable follow-up limit.

THEY AGREE TO BUY

Confirm scope, payment terms, timing, and responsibilities in writing. Track agreement, invoicing, and collected payment separately.

YOUR NEXT STEP

You could charge for that.



Your memo gives you one possibility to investigate and an action to take. Use it before adding more ideas.

TRY YOUR MOVE

Send your ask. Write down what the person actually says, what remains unclear, and your next decision. A useful conversation can change the scope or the buyer.

WANT HELP CHOOSING WHERE TO FOCUS?

Take the free Your Bankable Brain™ digital experience. Answer questions about your expertise and situation to get a starting recommendation and an action to test.

FIND MY NEXT BANKABLE MOVE →

READY TO BUILD THE OFFER?

Put a Price on That. is the $17 companion: work through scope, price, and a proposal you can send. Your completed memo is your starting point. Explore support options at yourbankablebrain.com/next/.

WHY I MADE THIS

I’m Kristi Straw. My work has taken the form of a book, assessments, workshops, advisory, and live experiences. I created this guide to help you choose a practical next application for your own expertise.

A risk a day keeps regret away. **Kristi**