

DAY 3 - WORKBOOK

DECIDE YOUR BUSINESS FORMAT



By Founderley

Decide Your Business Format

Goal: Pick the product or service format that delivers your solution in the simplest, fastest, and most effective way.

Because your brilliant solution doesn't matter if it's packaged in the wrong way.

Choosing the right business format is like choosing the vehicle for your journey — it determines how fast, smooth, and efficiently you'll deliver value. Whether it's a digital product, a service, a physical item, or a community, your format should align with your skills, audience preferences, and ease of execution. Start with what feels natural and practical — something you can launch quickly without getting stuck in perfection. Remember, clarity beats complexity.

Popular Formats:

- ***eBook / Online Course*** – Great if you love writing or teaching
- ***Software / Tool*** – For tech-savvy builders (or those with dev support)
- ***Mentorship / Service*** – If you prefer direct support (1:1 or group)
- ***Physical Product*** – If your idea needs to be touched, worn, or shipped
- ***Community / Membership*** – For long-term transformation and support

Ask Yourself:

- What feels natural and enjoyable to create for me?
- What's the quickest format I can launch without overthinking?
- What format would make my customer say: "Yes! That's exactly what I needed."
- Can I test it without building the entire thing?

Avoid These Rookie Moves:

- Choosing what you like but your audience doesn't want
- Starting with the hardest format (like software) when a simpler version would work
- Delaying action because you want it to be "perfect"



Your Output Today:

Chosen format + 1-liner on why it's perfect for your audience.

Example:

Format: Online Course

Why: My audience loves self-paced learning and they're already buying mini-courses on similar topics.

Day 3– Worksheet

What solution are you offering?

Describe your solution in 1-2 lines:

What are the possible formats to deliver this solution?

 **Tick the ones that make sense:**

- ☐ eBook / Guide
- ☐ Online Course / Workshop
- ☐ Software / Tool
- ☐ Service / Mentorship / Coaching
- ☐ Physical Product (like merch, planner, kits, etc.)
- ☐ Community / Membership
- ☐ Newsletter / Substack / Templates
- ☐ Hybrid (mix of two formats)

Based on YOU:

✓ *What format is easiest for you to start right now (skills/resources-wise)?*



✓ *What feels most natural and exciting for you to deliver?*



✓ *What would make your audience's life easier?*



🏁 Final Output:

👉 *My chosen format is: [_____]*



(Write why you chose this in 2-3 lines)

Final thoughts

Today's goal is to pick the most practical and effective format to deliver your solution. Whether it's a course, service, tool, physical product, or community, the key is choosing what's easiest for you to build now and what best helps your audience solve their problem. Don't overthink—start simple, validate fast. Your format can always evolve later.

Final Outcome:

You'll lock in the product type you'll launch with—so tomorrow, we can start crafting it.