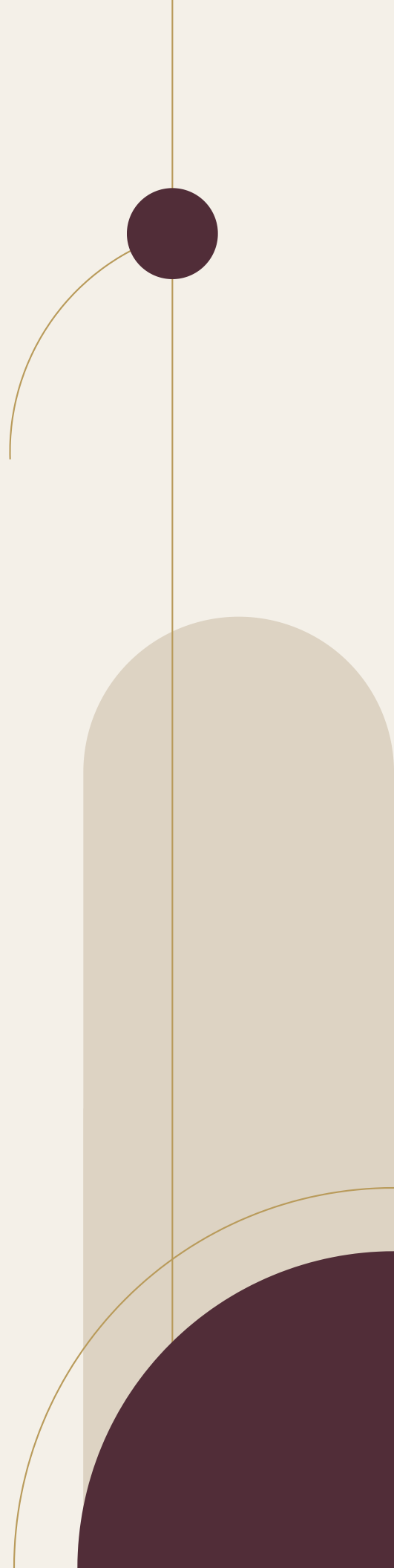


FREE GUIDE · GENERATE REVENUE

The *Success* Blueprint

A practical four-step framework for generating consistent revenue as a small business owner, in a way that fits how you work.

AMIE THOMPSON



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INTRODUCTION

Revenue Is the Result of *a Clear Sequence*

Many small business owners who think they have a revenue problem have a clarity problem. They aren't sure who they're for, what problems their audience is dealing with, or how to connect those two things to an offer someone will pay for. The result is a lot of activity that doesn't convert: posting, networking, and pitching without a clear thread running through it.

This guide gives you that thread. It's a four-step framework for generating consistent revenue by getting clear on the sequence that produces results.

Work through the steps in order, because each one builds on the last. Jumping to the offer before you understand your audience's problems is one of the most common reasons offers don't land.

The Four Steps at a Glance

1. **Define what success means for your business right now.** Get clear on your goals before you touch your offer or your messaging.
2. **Get specific about who your work is for.** Serving everyone makes it hard to serve anyone well. Being specific creates traction.
3. **Understand your audience's problems.** Confirm what the problem is, and that it exists, before you try to solve it.
4. **Build an offer that connects to the outcome.** Turn your understanding into a solution, and the solution into revenue.

STEP ONE

Define What Success Means Right Now

Revenue strategy starts with a clear destination. Without a goal, it's easy to stay busy and go nowhere. When you define what you're working toward, your decisions become intentional.

Start here: What does your business need to do for your life right now? Set aside what sounds impressive or what someone else is chasing. What does success look like for you at this stage?

THERE'S NO SINGLE RIGHT ANSWER

For some people, success is a specific monthly revenue number. For others, it's a certain number of clients, a particular type of work, or the freedom to set their own schedule. The right answer is yours.

Turn Your Goal Into a 90-Day Target

Big goals become actionable when you give them a time frame and break them into milestones. A useful 90-day goal answers three questions: What's the outcome? How will you measure it? When do you expect to reach it?

For example: "Generate \$5,000 in revenue from three new clients in the next 90 days by having 15 discovery conversations and following up consistently." It's specific and measurable, and it gives you something to work backward from.

Your turn: Write your 90-day revenue goal in one sentence, with the outcome, the number, and the time frame. Make it specific enough that you'll know for sure whether you hit it.

The Mindset That Makes It Work

Commitment is about consistency. This blueprint is only as strong as your willingness to show up and do the work, especially when it feels slow or uncomfortable. Revenue rewards the person who keeps going.

STEP TWO

Get Specific About Who Your Work Is For

When you try to attract everyone, you attract no one in particular. The small business owners who generate revenue most consistently are clear about who they serve and what changes for that person when they work together.

When you're clear on your ideal client, you don't have to guess what to say or offer. Every decision runs through the same question: Does this serve the person I'm trying to reach?

Three Things to Know About Your Ideal Client

WHO THEY ARE

Describe their situation. Are they employed and building something on the side? Running a business that's less than two years old? Moving from freelancing to something more structured? The more specifically you can picture them, the more clearly your messaging will speak to them.

WHAT THEY'RE TRYING TO DO

Name their biggest goal right now: the specific thing they're working toward and would invest in solving. This is what pulls them toward your work.

WHAT'S IN THE WAY

Name their biggest frustration or obstacle, the thing that's slowing them down, keeping them stuck, or keeping them up at night. This is what makes your solution feel necessary.

The more specifically you can answer these three questions, the more your offer and your messaging will resonate.

Your turn: Write one sentence that describes your ideal client's situation, their goal, and their biggest obstacle. If you can't fit it in one sentence, you need more clarity before you build your offer.

STEP THREE

Understand Your Audience's Problems

Now that you know who your audience is, the next step is understanding what they're dealing with before you decide what to solve.

You need to know what the problem is, and that it exists for your audience, before you can position yourself as the person who solves it. Many people start from the end: here's my offer, and here's the problem it solves. That's backward.

There's also a difference between the surface problem and the one underneath. Someone might say, "I don't have enough clients." The problem underneath is often more specific. They don't know how to have a sales conversation without it feeling awkward, or they don't know which service to lead with. You may not be able to solve every version, and that's important to know before you build anything.

How to Find the Problem Underneath

LISTEN TO HOW PEOPLE DESCRIBE IT

The exact words your audience uses to describe their problems are more valuable than anything you'd write yourself. When someone describes what they're struggling with, write it down word for word. Those words will make your offer feel written for them.

ASK WHAT THEY'VE ALREADY TRIED

What someone has tried tells you what hasn't worked, which helps you show how your approach is different. It also shows how serious they are. Someone who has invested time and money in solving a problem is far more likely to invest again.

NOTICE THE EMOTION BEHIND THE PROBLEM

Every problem has an emotional layer: frustration, embarrassment, anxiety, or fear of falling behind. Acknowledging the feeling as well as the situation makes your messaging feel human.

Your audience's problems are the starting point of every revenue conversation worth having.

YOUR TURN

The Problem Clarity Worksheet

Work through these prompts before you build your offer. Your answers become the foundation of your offer, your positioning, and your conversations.

The person I'm trying to help right now is...

The specific problem they're dealing with is...

What they've already tried that hasn't worked...

The emotion underneath that problem (frustration, anxiety, overwhelm)...

The result they want on the other side...

Ideas for how I can help solve this problem...

When you can answer these clearly, you're ready to build your solution. Take your answers, especially the last one, into Step Four.

STEP FOUR

Build an Offer That Connects to the Outcome

You know who your audience is and what they're dealing with. This step is where you build the solution.

A strong offer is a clear statement of what changes for someone when they work with you. Framing your offer around outcomes instead of deliverables is what makes it speak for itself.

What Makes an Offer Work

IT SOLVES ONE SPECIFIC PROBLEM

Trying to solve everything for everyone in one offer creates confusion. The best offers address one named problem for one type of person. When your ideal client reads it and thinks, "That's what I'm dealing with," you have their attention.

IT LEADS WITH THE RESULT

People invest in what they'll have when the work is done. "Six coaching sessions" describes a process. "A clear revenue strategy and the confidence to carry it out" describes an outcome. Lead with the outcome.

IT'S EASY TO SAY YES TO

An offer that's hard to understand is hard to buy. If someone has to ask several questions to figure out whether it's right for them, the offer needs more clarity. Keep it simple, specific, and easy to act on.

Pricing Your Offer

Price to the value of the outcome for your audience. If a problem is costing someone \$3,000 a month in lost revenue, a \$500 offer that solves it is an easy decision. When you price by the hour, you disconnect your price from what the work is worth to the buyer.

Your pricing should feel like a natural extension of the value you provide.

THE CONVERSATIONS THAT CREATE REVENUE

Have the Right Conversations *and Follow Through*

Revenue is created in conversations. Content, ads, and funnels can support the conversation, and the conversation is where the decision happens. Knowing how to have it well is one of the most effective revenue strategies a small business owner has.

Start With a Question

The best revenue conversations start with a question instead of a pitch. Ask what someone is working on, where they're running into challenges, and what they've already tried. Give them room to talk. Their answers tell you far more than any introduction would.

Your existing network is usually the fastest path to your first conversations. You don't need a large audience. You need the right conversation with the right person, and your network is full of people who already trust you enough to listen.

Introduce Your Offer Without Feeling Salesy

Once you understand someone's situation, introducing your work feels like a natural next step in a conversation that was already about them. Your offer connects their problem to a solution you can provide. Framed that way, you're offering something relevant.

The Follow-Up Most People Skip

A lot of revenue is lost by people who stop following up one conversation too soon. When someone doesn't respond, following up is part of doing business professionally. Mention something they told you, offer a relevant perspective, and give them a reason to continue the conversation that's about them.

THIS WEEK

Identify three people in your network. Reach out to each one to ask what they're working on and what challenges they're facing. Listen first. The offer comes later, if it's relevant.

PUT IT INTO PRACTICE

Your 30-Day Revenue Starter Plan

Your first 30 days don't need to be perfect. They need to be intentional. Momentum matters more than intensity.

WEEK	FOCUS	ACTIONS
Week 1	Clarify	Write your 90-day revenue goal: specific, measurable, and time-bound. Complete the Problem Clarity Worksheet. Write one sentence that describes who you help and what changes for them.
Week 2	Connect	Reach out to five people in your network for a conversation. Ask about the challenges they're facing, and listen more than you talk. Note the exact words they use to describe their problems.
Week 3	Offer	Build or refine your offer based on what you heard. Introduce it where it's relevant, as a natural next step. Follow up with anyone who showed interest or went quiet.
Week 4	Refine	Review what worked and what didn't, and be honest about both. Adjust your positioning based on what you learned. Plan your next 30 days.

A plan becomes a business when you act on it. Start there.

KEEP GOING

Growth Is *a Strategy*

You now have a clear sequence: know what you're working toward, know who you're working for, understand the problems your audience is dealing with, build an offer that solves them, and have the right conversations. That's the blueprint. The rest is repetition and refinement.

Revenue rewards the people who stay in the conversation with their market, with their clients, and with the uncomfortable parts of growing a business. The clearer your foundation, the more sustainable that process becomes.

ABOUT THE AUTHOR

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Amie Thompson is an entrepreneur and business strategist who helps small business owners and early-stage founders build visibility, sell with confidence, and put AI to work. She's a former CEO with more than 25 years of leadership experience. She's an introvert who learned to sell by doing it.

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