Interreg Co-funded by the European Union
Central Baltic Programme
WoDiLab

# Build the Right Offer for Right Now

**Choosing a delivery format and business model that fit your current stage**

## ACTION CHECKLIST

### ☐ Step 1 – Choose your business model

Decide how you want to work with people right now (1:1, 1:Few, 1:Many, or Hybrid).

### ☐ Step 2 – Choose your offer format

Select the type of offer you want to start with (for example: course, programme, workshop, or coaching).

### ☐ Step 3 – Create your Current Offer Focus Statement

Combine your business model and offer format into one clear statement.

### ☐ Step 4 – Record your decision as a milestone

Add your Current Offer Focus Statement to your WoDiLab Milestone Tracking Document and tag your mentor.

## Step 1: – Choose Your Business Model

Your **business model** describes **how you work with people** and in what kind of setting your support happens.

Based on the lesson, choose **one** option that fits your situation **right now**:

☐ **1:1 – Individual support**
Working closely with one person at a time through direct guidance.

☐ **1:Few – Small group support**
Working with a limited number of people who move through the same process together.

☐ **1:Many – Scalable support**
Supporting a larger audience through structured or pre-prepared content.

☐ **Hybrid – Combined approach**
Using a simple combination of two formats (for example, group sessions plus individual support).

**My chosen business model:**

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## Step 2 – Choose Your Offer Format

Your offer format describes how people experience your offer in practice.
Read through the examples below and notice what feels realistic and manageable for you right now.

**WoDiLab – Business Models and Offer Formats**

| 1:1 – Individual support | 1:Few – Small group | 1:Many – Scalable | Hybrid – Combination |
|---|---|---|---|
| • Private coaching package | • Group coaching programme | • Online course | • Course + group coaching |

| | | | |
|---|---|---|---|
| • Consulting or advisory support<br>• VIP day or intensive session<br>• Done-for-you services<br>• Personal support or wellbeing package | • Group training programme or course<br>• Group training with coaching support<br>• Workshop, event, or retreat<br>• Done-with-you programme | • Digital self-study programme<br>• Membership or continuity programme<br>• Physical product<br>• Large-scale workshop or event<br>• Mastermind programme<br>• Certification programme<br>• Publishing or licensing offer<br>• Software or tool-based offer<br>• Sponsored or partnership-based offer<br>• Affiliate-based offer | • Programme + individual support<br>• Membership + live sessions<br>• Hybrid learning experience |

You are not choosing forever — just a **starting format** that allows you to move forward.
**My chosen offer format:**

_____

## Step 3 – Create Your Current Offer Focus Statement

Now bring your two choices together into **one clear statement**.
This statement is for **your clarity**, not for marketing.
Use this structure as a guide and adjust the wording so it feels natural to you:
*At this stage, I choose to start with a* _____
*(business model), using a* _____
*(offer format) as my first offer.*

**My Current Offer Focus Statement:**

## Step 4 – Milestone: Record Your Decision

This is an official **WoDiLab Milestone**.

Next steps:

- Open your **WoDiLab Milestone Tracking Document**
- Add your **Current Offer Focus Statement**
- Tag your mentor so they can review your choice

This helps you:

- stay focused,
- avoid overcomplicating early decisions,
- and receive timely feedback.

## Reminder

You are not locking yourself into a final offer.
You are choosing a **clear and workable starting point**.

Progress comes from clarity — not from waiting for perfect decisions.

**Once completed, mark this worksheet as done in the platform.**

***That's all for this lesson.***