

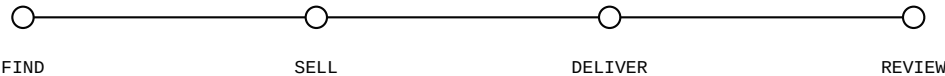
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A FIELD GUIDE FOR REMOTE SERVICE FOUNDERS

The Solo Founder System

Find Clients Close Deals
and Deliver From Anywhere

ONE CONNECTED SYSTEM



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Your operating system

01	Build an offer you can deliver alone	6
02	Keep your pipeline moving	11
03	Make your marketing work together	16
04	Run sales calls that lead to decisions	22
05	Build dependable fulfillment	28
06	Run a productive remote week	33
07	Scale the right part of the business	37
08	The 30 day implementation plan	41
	Start here	4
	Implementation references	46

Build a business you can keep running

A busy week can hide a fragile business. You finish client work, answer messages, publish when you remember, and postpone prospecting until the calendar looks empty. Then finding the next client becomes urgent. The work is real, but the sequence keeps restarting.

This book helps you connect the sequence. Choose an offer you can deliver well. Start relevant conversations. Give buyers useful content and a clear next step. Run a sales call that establishes fit. Deliver through a process you can repeat. Review the results while there is still time to make a change.

You will make a small set of operating decisions: whom to approach, what to sell, where to show up, what happens after payment, and how much work to accept. Together, those decisions give your week a shape.

The system is designed for a founder selling a service remotely. You can use it as a consultant, freelancer, coach, or owner of a small specialist practice. Start with your current offer and available hours. A simple process you actually use will teach you more than an elaborate plan you keep postponing.

Build an offer you can deliver alone

A buyer should understand exactly what changes after hiring you. Begin with one customer, one costly problem, and one useful result. Do not make buyers assemble an offer from your capabilities.

Alex is our fictional example: a solo onboarding consultant serving B2B agencies with five to twenty people. All figures in this example are planning illustrations, not market benchmarks. Alex helps agencies replace scattered kickoff instructions with a repeatable client onboarding process.

Write the buying decision

Use this sentence: I help [specific customer] solve [observable problem] by delivering [concrete result] within [defined window]. Describe a result you can deliver, such as a working onboarding process. Avoid promising outcomes outside your control, such as guaranteed retention or revenue.

Before polishing the wording, ask potential buyers how they handle the problem now, where the process breaks, and what they have already tried. Listen for a recurring situation they want changed. An offer starts as a hypothesis; conversations help you decide whether it deserves more investment.

Keep your pipeline moving

A pipeline weakens when prospecting happens only after delivery gets quiet. Protect a small daily appointment for creating and continuing useful conversations. Consistency means returning to the work when your mood changes. It does not mean contacting everyone or treating silence as an invitation to intensify pressure.

Alex starts with a weekly experiment: twenty qualified first contacts and fifteen relevant follow-ups. These are activity targets to test, not performance standards. A qualified first contact means the person appears to fit the offer and there is a credible reason to start a conversation.

Fit the activity inside the week

Within six acquisition hours, Alex initially reserves three for research and outreach, ninety minutes for content and email, one hour for sales conversations, and thirty minutes for review. Adjust the allocations as the pipeline changes.

Work the due follow-ups, research a small set of possible customers, and write the next relevant messages. If thoughtful research cannot fit the experiment, reduce volume. Record what happened and the next action before leaving the block. A smaller honest routine is easier to improve than an ambitious number achieved through generic messages.

Make your marketing work together

Omnichannel marketing becomes manageable when a few connected channels repeat the same useful message. Use LinkedIn for discovery and conversation, a website for the offer and evidence, and email for continued contact with willing subscribers. Connect attention to a suitable next step.

Alex's central message is consistent: a defined onboarding setup for small B2B agencies. A LinkedIn post describes a handoff problem. The website explains the setup and offers a related checklist. An email expands the lesson and invites a reply. Each channel contributes something appropriate to its format.

Design the next step

Use one primary call to action per asset. A teaching post may lead to the checklist; the offer page may lead to an inquiry. The path should make sense even when someone arrives halfway through it. Repeat the customer, problem, and offer clearly enough that no previous post is required.

Start with this small system before adding another platform. More channels create more production, moderation, and measurement work. Expand only when you can explain what missing customer interaction the new channel will provide.