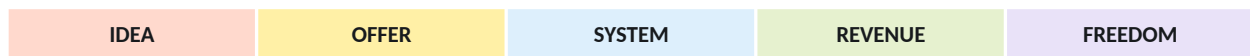


THE FLAGSHIP FUTUREBUILT WORKBOOK

FUTUREBUILT

IDEA-TO-INCOME MAP

Turn what you know - and the audience you can reach - into one clear offer, one connected system, and one proof-building plan.



YOUR FINISH LINE

Complete this map and leave with a build decision you can explain, test, and act on in the next seven days.

Built for **creators and business owners** with ideas, expertise, or an audience - but no connected monetization system yet.

Educational planning tool. Results depend on execution, market demand, and other factors. No income outcome is guaranteed.

BEFORE YOU BUILD

Use the map like a builder

Make one decision at a time. Clarity beats more tools.

THE FUTUREBUILT RULE

Do not build five ideas at once. Choose the smallest useful version of one idea, put it in front of real people, and let evidence tell you what deserves more time and money.

What you will have when you finish

01	One audience	A reachable first group - not everybody.
02	One paid problem	An urgent problem tied to a useful outcome.
03	One offer	A clear promise, format, price hypothesis, and boundary.
04	One system	A simple path to attract, capture, convert, deliver, and learn.
05	One proof sprint	Seven days of conversations and evidence before expansion.

Your 30-minute operating agreement

The date I will finish this map:

The one person I will show it to for honest feedback:

Decision rule: I will not buy another tool until I can explain the audience, problem, offer, and proof test in plain language.

STEP 01 / IDEA

Find your founder signal

Start with evidence already in your life - experience, access, attention, or repeated requests for help.

NOT YOUR PASSION ALONE

A strong starting idea sits where your ability, a real problem, reachable people, and your willingness to keep showing up overlap.

Experience

What have you done, survived, learned, improved, or repeated enough to teach?

Access

Which people, industries, communities, or customer types can you reach without paid advertising?

Attention

What do people already ask you about, save, share, compliment, or come back for?

Energy

What problem could you work on for twelve months without needing constant motivation?

My strongest founder signal in one sentence:

Example: I understand high-volume recruiting and already know leaders who need faster, better hiring systems.

STEP 02 / IDEA

Choose the paid problem

Score the problem - not how exciting the solution sounds.

List three problems you could solve. Score each from 1 (weak) to 5 (strong). Circle the highest total, then pressure-test it with real conversations.

Problem	Pain	Urgency	Access	Proof	Energy	Total
	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	____ / 25
	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	____ / 25
	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	____ / 25

PAIN: Does it cause frustration, loss, risk, delay, or embarrassment? / URGENCY: Do people want movement now? / ACCESS: Can you reach them? / PROOF: Do you have relevant experience? / ENERGY: Will you stay with it?

The paid problem I will test first:

What this problem costs the customer today:

Think time, money, missed opportunity, stress, risk, or inconsistency.

Evidence I still need before building:

Name your first 50 people

A useful first audience is specific enough to find and familiar enough to understand.

THE REACHABILITY TEST

If you cannot name five places these people already gather, your audience definition is still too broad.

They are:

Describe a real type of person, role, or business - not an age range or 'anyone who needs help.'

They are trying to:

Name the visible outcome they want in their own language.

They are stuck because:

Name the obstacle, uncertainty, missing skill, or broken process.

Where I can reach them

01	
02	
03	
04	
05	
06	

My first-audience sentence:

I am building first for [specific people] who want [outcome] but are blocked by [problem].

STEP 04 / OFFER

Make the value easy to understand

Your first offer is a testable promise with a clear format and boundary - not a giant course.

OFFER FORMULA

I help [specific people] achieve [useful outcome] without [painful obstacle] through [your mechanism or format].

Who it is for:

The useful outcome:

The obstacle we reduce:

The format:

Examples: template pack, audit, workshop, sprint, guide, service, membership, or implementation.

The boundary:

What is not included? What result depends on the customer?

My one-sentence offer:

TRUTH CHECK / Remove words like revolutionary, guaranteed, passive, effortless, and life-changing unless you can prove the specific claim.

STEP 05 / OFFER

Build the minimum useful product

The goal is not the smallest thing you can sell. It is the smallest thing that creates a meaningful customer win.

The three-part value test

01	Useful alone	The customer can complete one meaningful task or make one valuable decision.
02	Fast to experience	They can see or feel progress quickly - ideally inside seven days.
03	Honest to deliver	You can deliver the promise reliably without pretending the first version is bigger than it is.

The first customer win:

What can a customer finish, decide, launch, save, or improve?

What the first version includes:

What waits for version two:

My price hypothesis and why:

Price is a test. Base it on value, access, effort, alternatives, and evidence - not wishful thinking.

Connect the business before automating it

A tool is not a system. A system has a trigger, an owner, an output, an error path, and a reason to exist.

Stage	What must happen	Manual first version	Automate later
ATTRACT	The right people notice a useful idea	One helpful post or invitation	Repurpose approved content
CAPTURE	Interested people identify themselves	One clear form and consent	Tag source and interest
CONVERT	The offer and next action make sense	Conversation or simple checkout	Follow-up and reminders
DELIVER	The customer receives the promised value	Send the asset or host the session	Access and onboarding
LEARN	Evidence changes the next build	Record questions and outcomes	Weekly KPI digest

My current bottleneck:

Which stage prevents the next useful outcome?

The one automation worth testing later:

Automate only after the manual step works and the input/output are predictable.

Kill switch and error owner:

Who notices failure, and how do we stop or correct the flow?

STEP 07 / REVENUE

Use honest revenue math

A revenue target becomes useful only when price, buyer count, reach, conversion, capacity, and costs can be explained.

THE SIMPLE EQUATION

PRICE x PAYING CUSTOMERS = GROSS REVENUE. Then subtract fees, delivery costs, refunds, taxes, tools, and labor to understand what remains.

Three paths to compare

Path	Price	Customers	Gross target	Delivery reality
Accessible	\$	x	\$	Higher volume; simple delivery
Guided	\$	x	\$	Smaller group; live support
Implemented	\$	x	\$	Low capacity; deep work

My first realistic gross-revenue target:

Customers required at my price hypothesis:

Conversations, visits, or invitations needed:

Use your real conversion rate when available. Until then, label every estimate as an assumption.

My delivery capacity before quality drops:

Costs I must subtract:

No result is guaranteed. The purpose of the math is to expose assumptions early, not to manufacture certainty.

Run a seven-day proof sprint

Your first job is not to scale. It is to learn whether the problem, audience, offer, and message create real movement.

Day	Builder action	Evidence to capture
1	Write the one-sentence offer and select ten reachable people	Names and why they fit
2	Ask three problem-first questions; do not pitch yet	Exact phrases, urgency, current workaround
3	Revise the promise using the words people used	Before/after offer sentence
4	Show the smallest useful version or outline	Confusion, objections, requested value
5	Invite a real next action: pilot, preorder, deposit, or session	Yes, no, maybe - plus the reason
6	Deliver manually to the first qualified participant if appropriate	Time, friction, customer progress
7	Decide: continue, change, or park	Evidence, lesson, next controlled test

Three problem-first questions

- 01 What are you trying to make happen right now?
- 02 What have you already tried, and what is still frustrating?
- 03 If this were solved, what would become easier, faster, safer, or more valuable?

My sprint start date and ten-person outreach goal:

YOUR ONE-PAGE OUTPUT

The FutureBuilt Build Card

Copy your strongest answers here. This is the plan you show someone before you spend more time or money.

AUDIENCE	<i>I am building first for...</i>
PAID PROBLEM	<i>They want to solve...</i>
OFFER	<i>I help them achieve... through...</i>
MINIMUM USEFUL PRODUCT	<i>The first customer win is...</i>
SYSTEM BOTTLENECK	<i>The one stage I must fix first is...</i>
REVENUE TEST	<i>Price x customers = gross target...</i>
PROOF SPRINT	<i>In seven days I will test... with... people.</i>

My next irreversible decision - and the evidence required before I make it:

BUILD DECISION

Continue, change, or park

Good builders protect momentum by making the next decision from evidence - not ego.

CONTINUE	The audience confirms the problem and takes a meaningful next action.
CHANGE	The problem is real, but the audience, promise, format, price, or message needs revision.
PARK	The problem lacks urgency, access, proof, or energy. Preserve the idea without letting it interrupt the better build.

My decision:

The evidence behind it:

The next three actions:

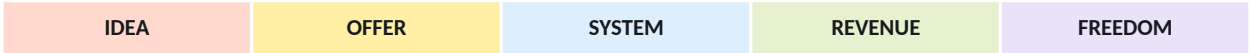
CAPTURE -> PARK -> PRIORITIZE -> BUILD

Write down every new idea. Do not let every new idea become today's work. Promote only what has a clear customer, outcome, cost, and proof trigger.

WHAT COMES NEXT

You have the map. Now build the path.

The map chooses the direction. The FutureBuilt Starter Kit turns that direction into a launchable first system.



Keep building with FutureBuilt

START	FutureBuilt Map	Choose the audience, paid problem, offer, system, and proof sprint.	You are here
BUILD	FutureBuilt Starter Kit	Use templates, prompts, and workflows to turn this map into a seven-day launch plan.	\$97 founding release
BUILD TOGETHER	Live Build Lab	Build the offer, content engine, automation, and launch path with guidance.	\$497 founding release
ACCELERATE	Agent Launch Sprint	A focused implementation sprint for founders ready to move now.	From \$2,500

YOUR NEXT MOVE

Save your completed Build Card. Bring it to the founding release, where we will turn the plan into assets, systems, and proof - one controlled build at a time.

THE FUTURE ISN'T SOMEWHERE YOU GO.
IT'S SOMETHING YOU BUILD.

FutureQuick AI / FutureBuilt / Build 001
Educational planning material. No financial, legal, or income guarantees are made.