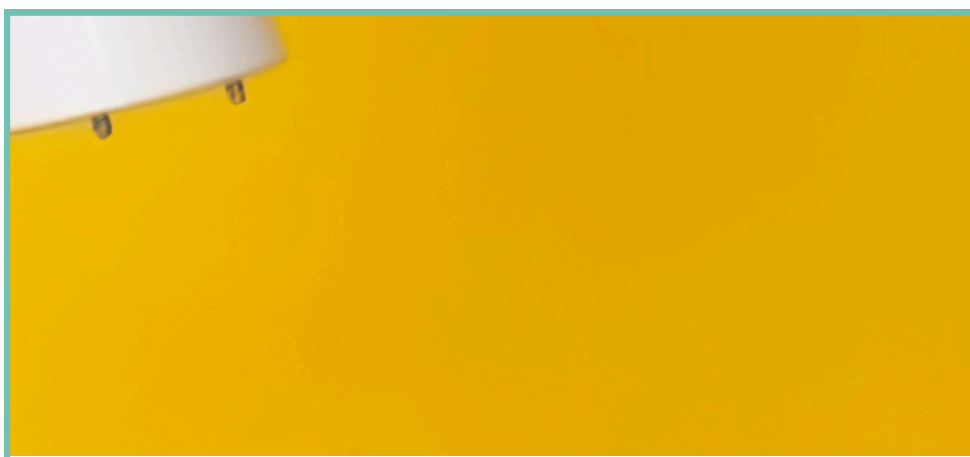


**Quick
Clarity
Edition**



OFFER BUILDER

TURN A ROUGH IDEA INTO
SOMETHING YOU COULD
REALISTICALLY OFFER
SOMEONE IN 20 MINUTES.



WELCOME + HOW TO USE

You don't need a perfect idea.

This is a short version of the **Accelerator Offer Builder** designed to help you get clarity quickly, without overthinking or burning out.

Set a timer for 20 minutes.

Work through the questions once.

Leave anything you're unsure about and come back later.

You're aiming for clearer, not perfect.

JOIN US!

Side Hustles NZ is a community for Kiwis who want to start and build a small business in New Zealand or make more money. Visit our Facebook community to join other likeminded ambitious Kiwis.



<https://sidehustles.nz>

01 WHAT ARE YOU ACTUALLY SELLING?

Write this as a before → after. Think about what changes for someone after working with you or using your product.

I HELP:

GO FROM:

TO:

Example - Candle Business

I help busy people who struggle to switch off after a long day **go from** walking into a home that still feels stressful, cluttered, and “on” **to** a calm, cosy space that helps them unwind, relax, and feel settled within minutes of lighting a candle.

02 WHO IS MOST LIKELY TO SAY YES... RIGHT NOW!

Describe your dream customer as they are today (not who you wish they were).

Q: Stage of business / life

Q: What they've already tried

Q: What they are tired of

Example - Lawn Mowing

Busy homeowners or landlords who don't have the time or energy to keep up with regular lawn care, have tried doing it themselves or relying on inconsistent help, and are tired of the lawn getting out of control and eating into their limited free time.

03 WHO IS THIS PRODUCT OR SERVICE NOT FOR?

Who would struggle with this, or not get value?
This helps protect your time and energy later.

My service/product would not suit:

Example - Lawn Mowing

Homeowners who enjoy gardening and want to maintain their lawns themselves, people looking for the cheapest possible one-off mow with no ongoing care, or properties that are severely overgrown and require major landscaping rather than regular maintenance.

04 WHAT DOES SOMEONE ACTUALLY RECEIVE?

List the concrete parts of your offer so someone can clearly picture what happens after they say yes. Include anything they will receive, access, or experience, rather than general promises or outcomes.

WHAT THEY RECEIVE

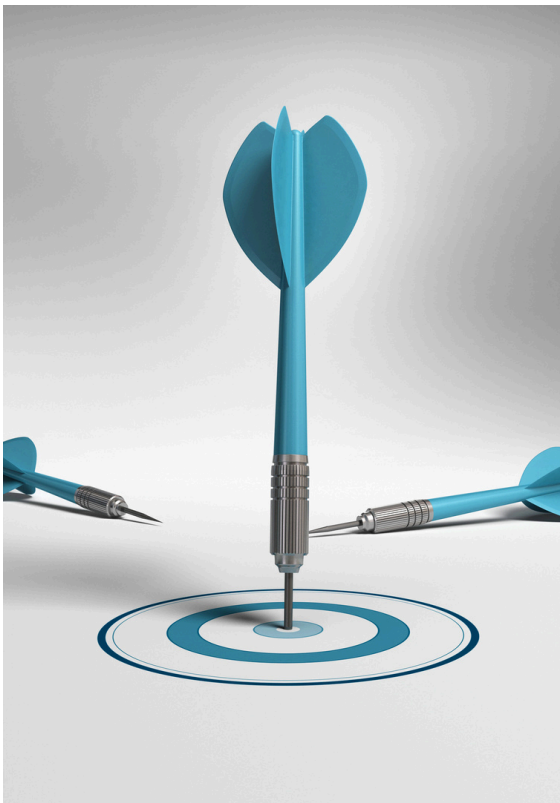
WHAT'S INCLUDED

SUPPORT OR GUIDANCE

TIMING/DELIVERY DETAILS

05 THE OFFER CLARITY TEST

Most offers become clearer when you force them into plain language.. Can you describe the product or service you offer in three lines?



WHO IT'S FOR

RESULT

WHAT THEY GET

If you can explain it clearly here, you're closer than you think. Most people never reach this point... You just did!!

NOTES

WHAT TO DO NEXT

If this exercise made things clearer, that's real progress. Most people find they now fall into one of three groups:

Still unsure

Stay in the free group and keep learning. Clarity builds with exposure and small actions.

Clear idea but not confident

You might need feedback, refinement, and structure to turn this into something sellable.

Ready to test

You're closer to selling than you think. Small experiments matter more than perfect plans.

Want Structured Support?

Accelerator helps members move from idea → offer → sales with guidance, feedback, and a clear pathway. It's for people who don't just want ideas, but want traction.