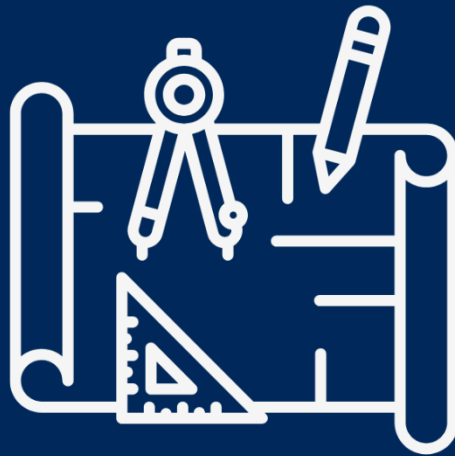


A SIMPLER WAY FORWARD

THE UNIGNORABLE BUSINESS BLUEPRINT



HOW EXPERTS GET
CLEAR, GET MOVING,
AND GET PAID

You're here because something's pulling at you.

Maybe you're still in corporate. You've had a strong career with financial success. But you've reached a stage in your life where you desire greater personal and professional freedom and don't want to put what matters most to you on hold.

You'd like to build something of your own but wonder if it's financially reckless to walk away from a steady paycheck.

You're capable, respected, and successful, yet unsure how your expertise translates into a business that could actually work. You can see the potential, but the path forward isn't clear. Your questions sound like:

- What part of my experience is actually marketable?
- How do I turn what I know into an offer the market will buy?
- How do I test without walking away from my income?
- What if I build the wrong thing and waste years?
- Where do I even start?

Or maybe you've already made the leap, but your business isn't as clear or predictable as you expected. You're putting in the work, yet still unsure how all the pieces fit together. Your questions sound like:

- What exactly is my offer, and who is it really for?
- How am I supposed to package and price my expertise?
- Where is revenue actually supposed to come from?
- How do I market or sell this effectively?
- What should I be focused on first?

Here's what I want you to know: **You don't lack talent or expertise. But you might be lacking a foundation.**

And here's the mistake I see smart people make every single day: They start with the wrong things.

They register an LLC. They obsess over a business name. They hire someone for a logo. They build a website. They get a professional headshot.

None of that matters... yet.

Before you spend another dollar or another hour on the *packaging* of your business, you need clarity on what's actually inside it.

This guide walks you through the five things you must figure out first.

The Foundation: Five Steps in Order

Think of this as your map. Not the territory itself, just the map. Each step builds on the one before it. Skip one, and you'll find yourself circling back later, often after wasting months and money on the wrong direction.

The Five Steps:

1. **Identity** — Who are you, really? And what are you built to do?
2. **Problem** — What struggle do you solve for others?
3. **Products & Services** — How can you solve the problem?
4. **Your Offer** — What's the ONE thing you could be selling right now?
5. **Your Channel** — Where will you show up consistently to market yourself?

Let's walk through each one.

Step 1: Identity

Who are you, really?

Before you decide what to sell, you need to understand what you're built for.

Meet Dana.

Dana spent 18 years in operations. She was the person everyone called when things were falling apart. She assumed her next chapter would be "operations consulting" because that's what she knew.

But when she dug into her personality profile, she discovered something: She wasn't energized by *fixing systems*. She was energized by *developing people*. The operations role had just been the vehicle.

Her real gift? Helping overwhelmed managers become confident leaders.

That reframe changed everything. Instead of competing with thousands of operations consultants, she built something that actually fit who she was.

Your turn:

Take the 16 Personalities assessment if you haven't already: 16personalities.com

When you get your results, skip past the general description. Go to the **Career Paths** section. This is where you'll find clues about:

- What kind of work energizes you vs. drains you
- Whether you thrive in structure or ambiguity
- How you naturally prefer to help others

The screenshot shows the 16Personalities website interface. On the left, a sidebar titled 'Explore Your Type' lists various sections: Introduction, Strengths & Weaknesses, Romantic Relationships, Friendships, Parenthood, Career Paths (circled in red), Workplace Habits, Conclusion, and Premium Career Suite. The main content area is titled 'Introduction' and features a quote: 'It doesn't interest me what you do for a living. I want to know what you ache for – and if you dare to dream of meeting your heart's longing.' attributed to Oriah Mountain Dreamer. Below the quote, it states: 'People with the ENFP personality type (Campaigners) are true free spirits – outgoing, openhearted, and open-minded. With their lively, upbeat approach to life, ENFPs stand out in any crowd. But even though they can be the life of the party, they don't just care about having a good time. These personalities have profound depths that are fueled by their intense desire for meaningful, emotional connections with others.' On the right, a 'Your Results' section shows the user is a 'Campaigner (ENFP-T)' with the following scores: 54% Extraverted, 78% Intuitive, 60% Feeling, 64% Prospecting, and 54% Turbulent.

Write this down:

- What surprised you in your results?
 - What felt deeply true?
 - What kind of work have you done that made time disappear?
-

Questions a coach would ask you here:

- When you think about your career, what moments are you most proud of, and what specifically were you doing in those moments?
- If money weren't a factor, what problems would you spend your time solving?
- What do people come to you for, even when it's not your job?
- What work have you done that felt effortless to you but impressive to others?

These questions take time to answer well. Most people need weeks and honest feedback from others to get clear on their identity.

Step 2: Problem

What struggle do you solve?

Here's where most people go wrong: They describe their solution before they've named the problem.

They say things like: "I'm a leadership coach" or "I do marketing consulting" or "I help with organizational development."

But your future clients aren't searching for solutions. They're searching for relief from a specific struggle. And for someone who intimately understands their problem.

Meet Marcus.

Marcus had 20 years in supply chain. When he started his consulting business, he led with his expertise: “Supply chain optimization and logistics consulting.”

His website was polished. His LinkedIn was professional. And nobody reached out.

Then he tried something different. Instead of leading with his solution, he led with the problem:

“Your team shouldn’t have to work weekends every quarter-end because your forecasting process is broken.”

Same expertise. Completely different response. Because now his ideal client could see themselves in his message.

The formula:

[Target audience] shouldn’t have to [struggle/pain] just to [desired outcome].

Examples:

- *First-time managers shouldn’t have to fake confidence while drowning in self-doubt.*
- *Skilled consultants shouldn’t have to discount their rates just to fill their pipeline.*
- *Operations leaders shouldn’t have to rebuild the same reports every month because nobody documented the process.*

Your turn:

Think about the people you’re best positioned to help. What unnecessary pain do they experience? What frustration could you make disappear?

Write 3-5 “Shouldn’t Have To” statements. Don’t worry about getting them perfect. The goal is to start articulating the problem in *their* language, not yours.

Questions a coach would ask you here:

- Who specifically are you talking to? (Job title, situation, stage of career?)
- What's keeping them up at night that you know how to fix?
- What do they currently believe about their problem that isn't true?
- What would change in their life if this problem went away?

Most people need to test these statements with real humans before they land on the one that resonates. What sounds right in your head often sounds different out loud.

Step 3: Products & Services

What could you actually offer?

Once you know who you are and what problem you solve, you can start thinking about *how* you solve it.

There are many ways to package your expertise. Each has trade-offs.

Here are the most common options:

Offer Type	Pros	Cons
1:1 Coaching	Deep relationships, premium pricing, high trust	Time-intensive, doesn't scale, income tied to hours
Group Coaching	Leverage, community, peer learning	Requires audience to fill, less personalized
Consulting/Advisory	High-ticket, immediate value, clear deliverables	Feast/famine, constant sales, client dependency

Digital Courses	Scalable, passive income potential	Requires large audience, high upfront effort, low completion rates
Workshops/Training	High energy, immediate impact, good lead gen	Exhausting to deliver repeatedly, requires travel or tech setup
Communities	Recurring revenue, network effects	High maintenance, requires constant content, slow to monetize
Speaking	Authority building, high fees possible, reach	Irregular income, requires established platform, competitive
Done-For-You Services	High value, clear outcomes	You're doing the work, hard to scale

Meet Elena.

Elena was convinced she wanted to build a community. She'd seen others do it successfully, and the recurring revenue model appealed to her.

But here's what she didn't realize: Community requires constant engagement, high volume to be profitable, and relentless content creation. For someone who scored high on "depth over breadth" in her personality profile, it was a mismatch.

She pivoted to high-ticket 1:1 advisory work. Fewer clients, deeper relationships, more income, and energy left at the end of the day.

Your turn:

Looking at the table above, which 2-3 models feel most aligned with:

- Your personality (from Step 1)
- The problem you solve (from Step 2)
- The lifestyle you want

Circle them. These are your candidates for Step 4.

Questions a coach would ask you here:

- How do you want to spend your days? (Alone or with people? Depth or variety?)
- How much income do you need to replace, and how quickly?
- What's your current audience size or network? (This affects what's realistic.)
- Are you energized by creating once and selling repeatedly, or by live delivery?
- What did you hate about your last job that you do NOT want to recreate?

Most people choose their business model based on what they see others doing, not what fits their wiring. This is where expensive mistakes happen.

Step 4: Your Offer

What's the ONE thing you're selling right now?

You might be capable of offering five different things. But in the early stages, one offer wins.

Why? Because clarity is magnetic. Confusion repels.

When someone lands on your social media profile or website and can't immediately understand what you do and who you do it for, they leave. They don't ask clarifying questions. They just scroll past.

Meet James.

James was a former VP of Sales. He could do:

- Sales coaching
- Sales process consulting
- Sales hiring assessments
- Sales team training
- Keynote speaking on sales culture

His website mentioned all of it. His LinkedIn was a buffet. And his calendar? Empty.

When he finally narrowed to ONE offer — a 90-day sales team turnaround engagement for scaling startups — everything changed. His message got sharper. His price went up. The right people started reaching out.

He didn't lose the ability to do those other things. He just stopped advertising them.

Your Flagship Offer should answer:

1. **Who is it for?** (Be specific.)
2. **What problem does it solve?** (From Step 2.)
3. **What do they get?** (Tangible deliverable or transformation.)
4. **How long does it take?**
5. **What does it cost?**

Your turn:

Based on Steps 1-3, draft your Flagship Offer in one paragraph:

I help [specific person] who struggles with [specific problem] achieve [specific outcome] through [your method/approach] over [timeframe].

This will feel too narrow. That's how you know you're doing it right.

Questions a coach would ask you here:

- If someone only had 60 seconds to understand what you do, could they explain it to someone else?
- What would you need to believe to charge 2x what you're currently thinking?
- What's the transformation, not just the deliverable, that your offer provides?
- How will you know if this offer is working? What's your signal to iterate?

Crafting an offer that's specific enough to attract and premium enough to sustain you is one of the hardest parts of this journey. Most people need outside perspective to get it right.

Step 5: Your Channel

Where will you show up consistently?

You don't need to be everywhere. You need to be *somewhere* consistently, over time.

The biggest mistake? Spreading yourself across five platforms, doing all of them poorly.

The options:

- **LinkedIn** — Best for B2B, professional services, reaching decision-makers
- **Email Newsletter** — Best for depth, building trust over time, owning your audience
- **Speaking/Podcasting** — Best for authority building, reaching new audiences
- **Referral Network** — Best for high-trust services, less visible but highly effective
- **Professional Associations** — Best for niche expertise, credibility in specific industries

Meet Priya.

Priya hated social media. The thought of posting daily made her anxious. But she kept hearing that "LinkedIn is where you have to be."

So she forced herself to post. The content felt inauthentic. The engagement was weak. She was miserable.

Then she realized: Her best clients had always come from speaking at industry conferences and following up via email. That was her channel. Not LinkedIn.

She stopped posting. Started pitching conferences. And her pipeline filled up.

Your turn:

Ask yourself:

1. Where do your ideal clients already spend time?
2. What format plays to your strengths? (Writing? Speaking? Conversation?)
3. What can you realistically sustain for 12+ months?

Pick ONE channel. Master it. Then consider adding another.

Questions a coach would ask you here:

- What's your actual track record? Where have your best opportunities come from in the past?
- Are you choosing a channel because it fits you, or because you see others succeeding there?
- What would "consistent" look like for you? Daily? Weekly?
- How will you measure whether this channel is working?

The channel isn't about where you want to be seen. It's about where your clients are looking and what you can sustain.

What Comes Next

If you've worked through these five steps, you now have something most aspiring entrepreneurs don't: **a foundation.**

- You know who you are and what you're built for.
- You can articulate the problem you solve in your clients' language.
- You understand the business model options and which ones fit you.
- You have a singular offer to take to market.
- You know where you'll show up consistently.

Now you're ready for the logo. The branding. The website. The headshot.

But here's what I've learned after helping hundreds of professionals make this transition:

The questions at the end of each section? Those aren't rhetorical. They're where the real work happens. **And doing that work alone is slow, lonely, and full of blind spots.**

Want to go deeper?

[The Unignorable Business Studio](#) is a 10-week design and clarity sprint that guides you through this entire foundation with coaching, community, and accountability.

Phase 1 (Weeks 1-4): One Unignorable Message Your clear, repeatable, “this is what I’m known for” point of view.

Phase 2 (Weeks 5-7): One Offer A revenue-ready program or service aligned to your strengths, expertise, and Working Genius profile.

Phase 3 (Weeks 8-10): One Marketing Channel Whether it’s LinkedIn, email, speaking, or another channel... you’ll know the exact moves to make first.

You’ll work alongside other accomplished professionals making the same transition. You’ll get direct feedback on your positioning, your offer, and your content. And you’ll leave with a business that actually fits who you are.

[\[Learn more about the Unignorable Business Studio →\]](#)

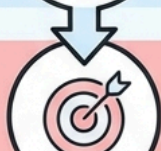
THE UNIGNORABLE BUSINESS BLUEPRINT

The 5 steps to figure out before you build anything else



IDENTITY

Who are you built to be? → Your gifts, not just your experience



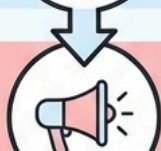
PROBLEM

What struggle do you solve? → Their pain, not your solution



PRODUCTS & SERVICES

What could you offer? → Options that fit your wiring



ONE OFFER

What are you selling now? → Clarity attracts, confusion repels



ONE CHANNEL

Where will you show up? → Consistency beats everywhere

THEN

Then you're ready for:



Logo



Website



Headshot



Business cards

Apply To The Unignorable Business Studio Today

About

Patricia Wooster

Coach, Publisher, Executive Strategist

Patricia Wooster is a 19-time author and the founder of WoosterMedia, where she helps thought leaders and experts clarify and monetize their expertise through books, programs, services, and personal branding. In 2016, she signed a three-book deal with Simon & Schuster, reinforcing what she's seen ever since: a book doesn't introduce you, it positions you.

Over the last decade, Patricia has helped 100+ experts, executives, and entrepreneurs turn their knowledge into marketable IP and authority-based revenue.

She works with companies as a strategist, helping them expand the reach of their intellectual property through services, communities, and ecosystems that scale impact. Her experience spans global brands and fast-moving founders, bridging storytelling, positioning, and commercialization.

Chris Laping

Coach, Author, Keynote Speaker

Chris Laping is a former 4-time CIO and tech CEO who helps high-performing execs and experts turn their experience into unignorable businesses, brands, and opportunities. After spending decades inside Fortune 500 companies and later building his own high-seven-figure, low-overhead business, Chris now guides clients through clarity, positioning, and monetization so they can build a second act that actually works.

Chris is the bestselling author of *People Before Things* and the forthcoming *Unignorable*. His work has been recognized by The Economist, Wall Street Journal, Fast Company, Harvard Business Review, and Forbes.

Today, Chris brings his background in organizational leadership, influence, and business strategy to entrepreneurs, executives, and creators ready to design a simpler, more profitable, more meaningful next chapter.