

# Service Business: Path to Your First \$1,000

Service businesses — consulting, coaching, strategy sessions — are the fastest route to your first \$1,000 because they require zero inventory and almost no startup cost. You trade expertise for money, starting with the people who already trust you.

## Your Numbers

Charge \$150/session. 7 clients = \$1,050. Or charge \$200/session and you only need 5 clients.

Key Metric to Track: **Sessions booked this week**

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## YOUR STEP-BY-STEP PATH

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### Week 1

Target: \$0 (setup week)

**Milestone:** Define your offer and identify your first prospects

- Write a one-sentence description of the problem you solve
- List 20 people in your network who have that problem
- Set your session rate (\$100-\$250 based on complexity)
- Create a simple one-page service description (Google Doc is fine)
- Draft a 3-sentence pitch email you can personalize

### Week 2

Target: \$150-\$250 (1-2 sessions booked)

**Milestone:** Send outreach and book your first paid session

- Send personalized emails to your top 10 contacts
- Post a clear offer on one social platform where your audience is
- Follow up with anyone who opened but didn't reply
- Offer a 'founding client' rate (15% discount) for the first 3 bookings

### Week 3

Target: \$300-\$500 (3-4 sessions completed)

**Milestone:** Deliver your first sessions and collect testimonials

- Deliver your first 1-2 sessions with extreme care
- Send a follow-up email within 24 hours with a recap and next steps
- Ask each client for a 2-sentence testimonial
- Reach out to the next 10 people on your list

### Week 4

Target: \$500-\$750 (5-6 sessions total)

**Milestone:** Refine your offer based on feedback and rebook

- Adjust your session structure based on what clients valued most
- Raise your rate to full price for new clients
- Offer existing clients a 3-session package at a small discount
- Add your testimonials to your service description

### Week 5

Target: \$1,000+ (7-8 sessions total)

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**Milestone:** Create a referral loop and hit \$1,000

- Ask satisfied clients to refer one person who needs your help
- Send a 'results recap' email clients can forward
- Book 2-3 more sessions from referrals or follow-ups
- Set up a simple scheduling link (Calendly or similar)

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## Common Mistakes to Avoid

1. Offering free 'trial' sessions — give a guarantee instead, not free work
2. Building a website before talking to a single prospect
3. Setting your rate too low out of fear — \$50/hr signals amateur
4. Trying to serve everyone instead of picking one specific problem