

How to Turn Your

Decades of Corporate

Experience

Into A \$10K+ Per Month

One-Person Business

Spoiler: You already have everything you need.

What you **don't need**

- ⊘ A pitch deck.
- ⊘ A 10-person team.
- ⊘ A startup incubator.

What you **DO need**

- ✓ A clean offer
- ✓ The guts to show up imperfectly
- ✓ A way to communicate your value
- ✓ One problem people will pay to solve

Don't complicate this.

You already have the raw material.

Now you need a business vehicle.



What you **already have.....**

.....that most 25 year old creators don't

- ✓ **Proof:** You've solved real business problems.
- ✓ **Process:** You know how to get repeatable results.
- ✓ **Perspective:** You can think across systems, teams, and timelines.
- ✓ **Professionalism:** You meet deadlines. You follow through.

You've got substance.
Now it's time to package it.

What you **NEED** to Add

Experience matters. But it won't sell itself.

✓ **Writing:** So your offer speaks to real pain.

✓ **Content:** So your audience trusts you.

✓ **Positioning:** So you're not just another expert.

✓ **Sales:** So you confidently close deals.

💡 **TIP: Use AI as your assistant.**

– **ChatGPT** for outlining offers, writing captions, and emails

– **Notion AI** for organizing docs

– **Descript** for short-form video content

Step 1 : Define one painful problem

Nobody buys “experience.” They buy outcomes.

✗ Instead of: “I help with operations”

✓ Try: “I help early-stage founders fix their broken back-end in 30 days”

✗ Instead of: “I do strategy”

✓ Try: “I help B2B teams stop bleeding leads and close more deals”

Be the aspirin, not the vitamin.

Step 2 : Productize or Fractionalize

There are two paths:

Fractionalize: Sell slices of your time and brain.

- Fractional CMO, CTO, CFO
- Great for high-ticket B2B clients

No course needed. Just you + your expertise.

Productize: Turn your process into a repeatable service.

- Offer audits, roadmaps, or done-for-you solutions
- Can evolve into group programs or digital products

Build **A Personal Brand** That Sells

Your story matters more than your logo

- ✓ **Pick one platform:** LinkedIn or email is plenty.
- ✓ **Post 3x/week** about what you know, what you've seen, and what you believe.
- ✓ **Share real stories** from your past roles, client wins, and failures.
- ✓ **Clarify your offer in your bio** or banner, make it obvious.
- ✓ **Engage intentionally-** comment, DM, connect.

Use the Network You Forgot You Had

Open your phone.

Open your LinkedIn.

Open your old inbox.

You already know 10+ people who could refer you, partner with you, or even hire you.

- ✓ What you **don't need** is 100k followers.
- ✓ You need 5 people who trust your skills and know what you offer.

Start there.



Design Your Business Around Your Life

Freedom without design = chaos.

Before you price or sell anything, ask:

- ✓ How many hours/week do I want to work?
- ✓ What's my non-negotiable income goal?
- ✓ What tasks will drain me and what energizes me?

Build backwards from your ideal lifestyle.

Don't create a new job you secretly resent.



REMEMBER.....

You're not starting over.

You're starting with leverage.

You've already done the hard work.
Decades of deep skill, reputation, and proof.

Now it's about turning that into consistent
income, *on your terms.*

Want to build your personal brand and your \$10K/month solo business?

Book your call through my featured section.

REPOST to help another ex-corporate pro take the leap.

