
TRANSITION • INTENSIVE • LAUNCH

VETERAN BUSINESS STARTUP COACHING

Guide the decision.

Create a visible result.

Build referrals deliberately.

TEST | PLAN | LAUNCH | FOLLOW UP

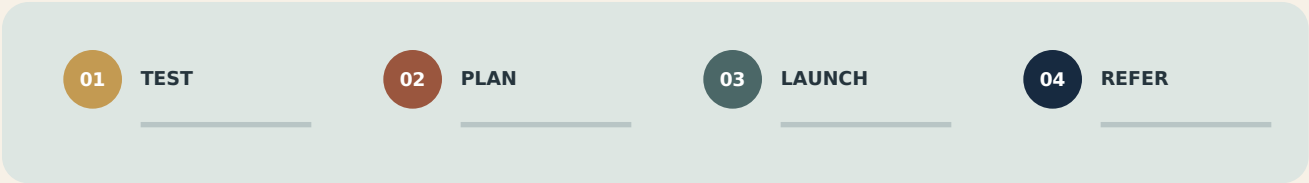
Veteran's Strategic Solutions LLC



START HERE

How to Use This Guide

Read the core guide first. Then use the worksheets to test willingness to pay, define the startup intensive, budget tools and insurance, estimate individual or group work, document scope and professional boundaries, invoice completed sessions, track paid delivery and referrals, and control privacy, advertising, legal, tax, filing, credential, ethics, and client-welfare risks.

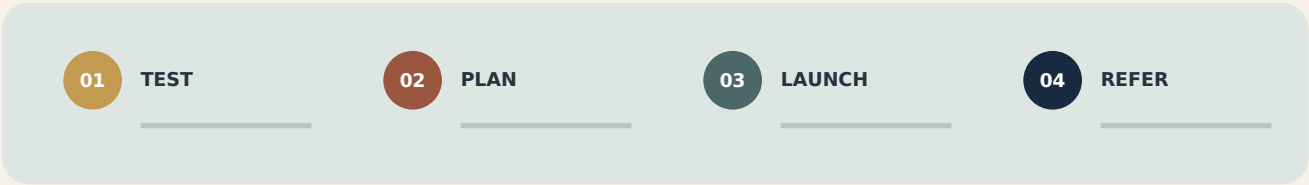


STARTUP INTENSIVE | Turn a business idea into a visible one-page launch plan during a bounded session.

PIECE	USE
Core guide	Test a ninety-minute startup intensive that produces a visible one-page launch plan before expanding the coaching offer.
Operating kit	Use the startup, budget, estimate, coaching agreement, invoice, tracker, and compliance pages for every client or group.

CORE GUIDE 01

1. The bet



The core assumption that must be true: transitioning and recently separated service members who want to start a business will pay for guided help, even though free general business counseling exists through the SBA and SCORE.

The reason this can be true: free counseling is generic and self-serve. It is not always tailored to military transition, a DD-214, a VA rating, a SkillBridge slot, or the client’s specific state filing. The service sells the guiding, not the information.

The fastest zero-budget test: offer a free 45-minute session to five people who have already used free startup material. At the end of each, ask one question: “If this had been \$197, would you have booked it?” Five honest no’s kills the idea before a dollar is spent. Three yes’s and there is a business to test.

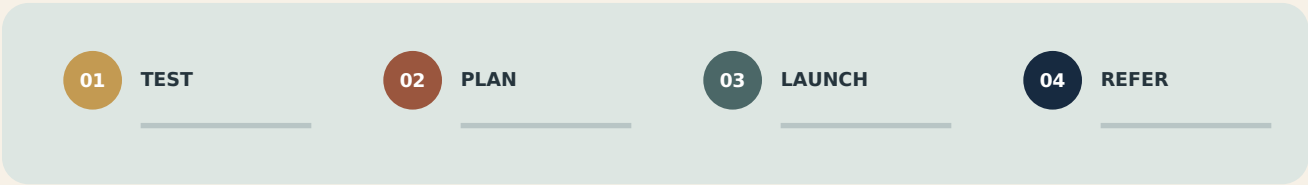
The three biggest reasons it fails:

They have no money. A service member three months from separation may be highly cash-anxious. Coaching is the first thing cut. This is the single largest risk and it is why the pricing section below leans on employer-funded and group formats.

BUSINESS LENS	CONTROL
Trigger	The purchase becomes urgent when transition dates and leave decisions become real.
Result	The intensive must create a visible launch plan, not merely deliver information.
Scale	Prove one-to-one demand before adding cohorts or a longer package.

CORE GUIDE 01

1. The bet Continued



The free version is good enough. Your own giveaway material is genuinely useful. You may have already solved the problem you are trying to charge for.

It does not scale past your calendar. One-to-one coaching is you renting your hours. If it works, you run out of hours before you run out of demand.

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CORE GUIDE 02

2. Who pays, in their own words

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The customer is often an E-5 to E-7, twelve to eighteen months from separation, who has decided not to pursue another conventional job.

What the customer actually says:

"I don't know where to start."

"Everybody says form an LLC but nobody tells you what happens after that."

"I've got a skill, I just don't know how to turn it into money."

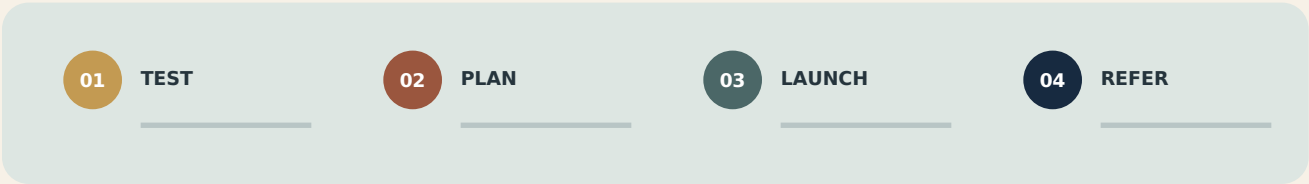


GUIDED DELIVERY | Help the client work through decisions while keeping legal and tax advice outside scope.

CORE GUIDE 02

2. Who pays, in their own words

Continued



“I don’t want to waste my terminal leave figuring out paperwork.”

“I don’t want to get scammed by one of these transition guys.”

What the customer has already tried: watched YouTube, read a Reddit thread, downloaded a free template, maybe started an LLC and then stalled. The customer has usually spent nothing and gotten nowhere.

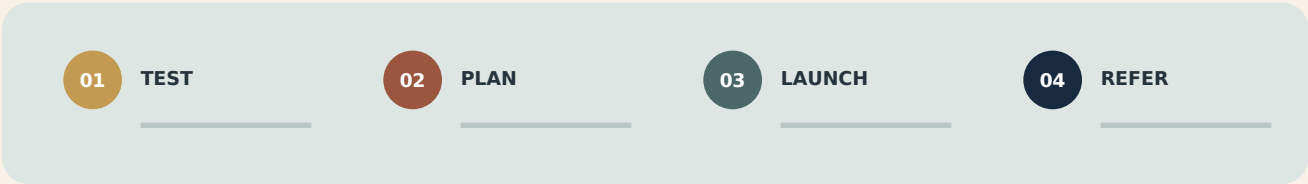
Where the customer is: unit Facebook groups, veteran entrepreneur groups, transition-assistance communities, Reddit r/veterans and r/Military, and word of mouth from someone who separated recently.

What triggers the buying decision: a date. Orders drop, terminal leave gets approved, or the transition brief happens. Before the date it is a someday. After the date it is urgent.

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CORE GUIDE 03

3. The smallest version you can charge for



Not a coaching practice. One product: the startup intensive.

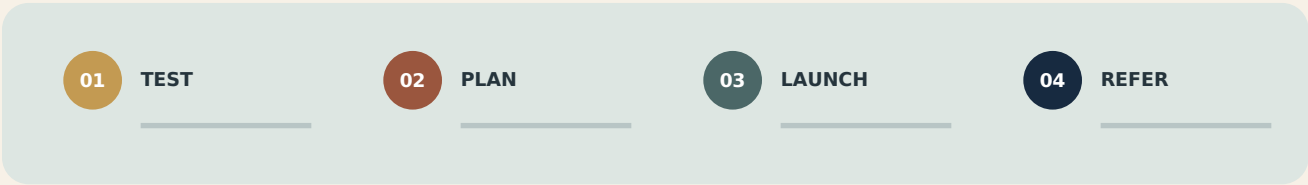
The session uses a standardized state-formation guide, before-you-file handout, startup workbook, and LLC planning material.

That is the whole minimum viable offer. It can be sold with a basic toolkit and produces a visible result inside the session, which is what makes people pay and refer.

Fastest path to the first paying customer: five people who used free material and came back with a question. They have already raised their hand. Reach out directly, one at a time, without broad advertising.

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4. What it actually takes



Licensing and certification. Business coaching is not a licensed profession — no US state requires a license merely to call yourself a coach. Confirm the boundaries for the actual services offered before publishing or relying on that statement [VERIFY]. Credentials are marketing, not permission.

Optional credentials, if you want the letters:

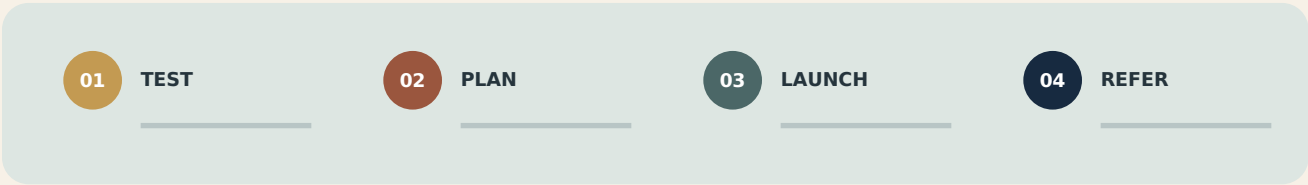
ICF (International Coaching Federation) — ACC, PCC, MCC. The recognized standard in the coaching industry. Requires paid training hours plus logged coaching hours. Verify current cost directly at coachingfederation.org; I do not have a figure I would stand behind.

BCC (Board Certified Coach) through the Center for Credentialing & Education — a lighter-weight alternative.

Neither is worth buying before there are paying clients. Relevant military, business, coaching, education, and lived experience may support credibility only when stated accurately and without unsupported outcome claims.

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4. What it actually takes Continued

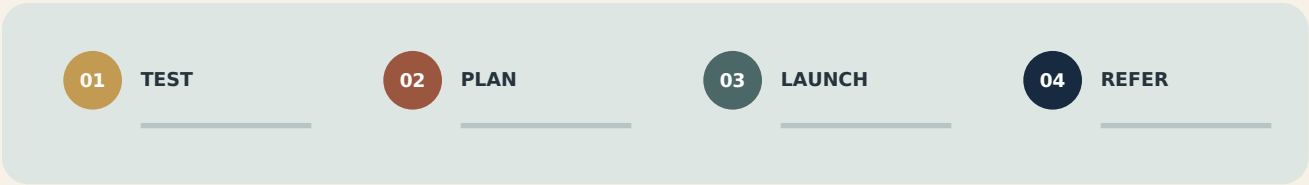


Equipment and services, practical planning categories:

Realistic startup total: \$0 to \$800, and the only substantial line may be insurance. This is a low-cost service model when the necessary equipment is already available.

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5. Pricing



Which model to run first: the mid tier. The group version looks attractive because it scales, but it requires a filled room. The premium package requires trust that may not yet exist. The single intensive is the only offer that can be sold to one person immediately, and a premium client can begin as an intensive client who wants more.

Price the intensive at \$197. It is under the \$200 psychological line, high enough that it is not treated as free advice, and positions the whole guided session below many ordinary monthly expenses.

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CORE GUIDE 06

6. First 90 days

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Days 1-30. Run five free sessions. Ask the pricing question at the end of every one. Write down the exact words they use to describe their problem — that language becomes your website copy.

Days 31-60. Set the price. Sell five paid intensives to people who used the free material. Do not build a funnel, run ads, or print anything yet. Ask every paying client for one referral at the end of the session.

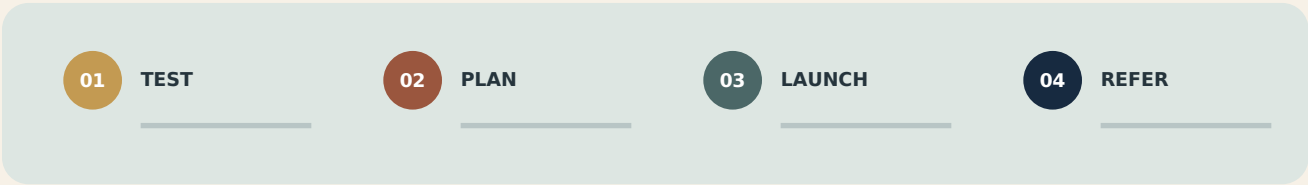
Days 61-90. Deliver ten sessions total. Then decide whether the model is worth the provider's hours at \$197 or works better as the paid layer on a larger startup guide.

The one metric: paid sessions delivered per month. Not leads, not followers, not downloads. Only the number of times someone paid you and you delivered. Target eight per month by day 90.



GROUP FORMAT | Standardize the same guided process for a small cohort once demand is proven.

7. Honest risks

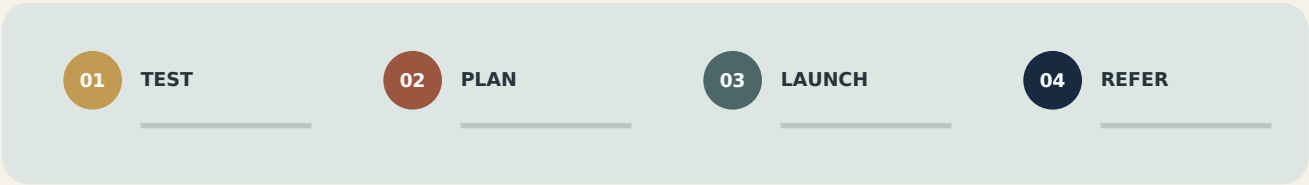


An unresolved public-employment, military, transition-program, referral, or outside-activity ethics question may apply. Obtain written clearance before the first dollar changes hands when the coaching audience or subject overlaps with official duties [VERIFY]. Build the offer first; hold the sale until clear.

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CORE REFERENCE

Startup Cost Reference

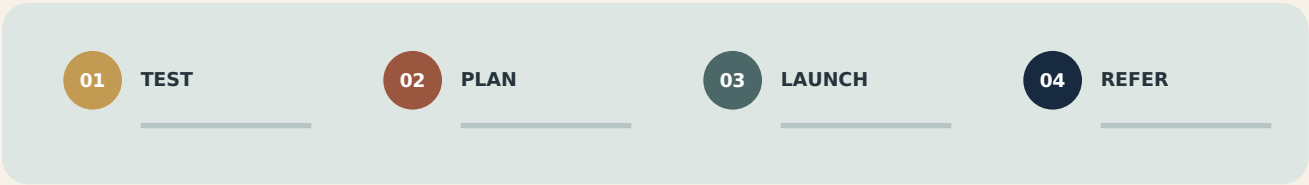


Use the source range as the planning baseline. Replace personal or already-owned assumptions with actual business quotes.

Item	Planning Source	Approximate Cost
Entity and registrations	Confirm for the business	[VERIFY]
Website and business email	Professional provider	[VERIFY]
Video calls	Secure meeting platform	\$0 upfront or subscription [VERIFY]
Scheduling	Appointment booking system	\$0 upfront or subscription [VERIFY]
Payments	Invoice and payment processor	\$0 upfront plus processing [VERIFY]
Coaching agreement	Qualified template and legal review	[VERIFY]
Client tracking	Secure CRM or spreadsheet	\$0 upfront or subscription [VERIFY]
Professional liability insurance	Compare qualified insurers	Roughly \$300-\$800/year — verify quotes
Webcam and headset	Professional session equipment	\$0-\$60 if suitable equipment is owned

CORE REFERENCE

Source Pricing Reference



The source recommends testing the mid-tier intensive first. Confirm preparation, follow-up, payment fees, group fill, and margin before publishing prices.

Tier	Offer	Price	Use
Low	Group intensive, 6-8 people, 2 hours	\$49-\$79 per person	Scale later
Mid	The 90-minute one-to-one startup intensive	\$175-\$250	First offer
Premium	Launch package — intensive plus four follow-up sessions over 90 days, plus document review	\$750-\$1,200	After trust

WORKSHEET 01

Startup Checklist

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DONE	ACTION	OWNER DATE NOTES
☐	Choose a defined transition-stage audience, business-startup problem, delivery format, and referral channel.	
☐	Run five free 45-minute sessions and ask whether the participant would have booked at \$197.	
☐	Define the ninety-minute startup intensive and the visible one-page plan produced during the session.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Confirm coaching, business formation, legal, tax, financial, advertising, privacy, accessibility, and record rules [VERIFY].	
☐	Resolve outside-employment, military, public-service, referral, transition-program, and conflict questions in writing [VERIFY].	
☐	Obtain professional liability, cyber, general liability, business-property, and client-required coverage quotes [VERIFY].	
☐	Create intake, readiness, idea, filing, EIN, name, one-page plan, handoff, referral, and follow-up records.	
☐	Set written boundaries for entity choice, filings, contracts, taxes, financing, benefits, VA matters, legal advice, and results [VERIFY].	
☐	Sell and deliver five paid intensives only after the free-session test supports the price.	
☐	Track paid sessions delivered, preparation and follow-up hours, referrals, group interest, refunds, and repeat support.	

WORKSHEET 02

Tools and Budget Worksheet

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COACHING SYSTEM | Build repeatable intake, planning, scheduling, payment, handoff, and follow-up controls.

ITEM	NEEDED	ESTIMATE	ACTUAL	NOTES
Business formation, registrations, licensing, tax, contracts, and professional review [VERIFY]				
Professional liability, cyber, general liability, property, auto, and client-required coverage [VERIFY]				
Computer, monitor, webcam, headset, lighting, backup, security, and replacement reserve				
Meeting, scheduling, payment, e-signature, PDF, document, workbook, and client-tracking tools				
Website, business email, phone, client portal, accessibility, privacy, and security [VERIFY]				
Original intake, formation, filing, EIN, name, plan, session, handoff, and follow-up templates				
ICF, BCC, training, membership, continuing education, and renewal costs if pursued [VERIFY]				
Marketing, free-session test, community relationships, workshops, referrals, and sponsor outreach				
Legal, tax, benefits, finance, insurance, filing, and other professional referral network [VERIFY]				
Contractor facilitation, editing, design, quality control, and administrative support [VERIFY]				
Working capital, refunds, rework, chargebacks, data incidents, downtime, and reserve				

BUDGET CONTROL

TOTAL ESTIMATE: _____ TOTAL ACTUAL: _____ CASH RESERVE: _____

WORKSHEET 03

Pricing and Estimate Template

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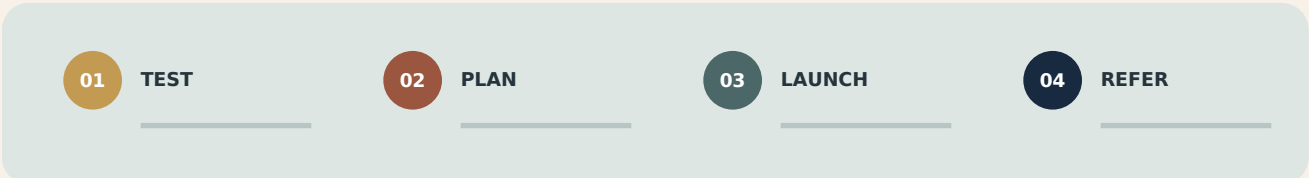
CLIENT	SERVICE LOCATION	ESTIMATE NUMBER	DATE

SERVICE OR INPUT	BASIS	AMOUNT
Startup readiness intake	Client and idea	
One-to-one startup intensive	Ninety minutes	
One-page launch plan	Created during session	
Group intensive	Participants × rate	
Document review	Documents and limits	
Follow-up coaching	Sessions × length	
Sponsor-funded participant block	Participants × service	
Approved customization [VERIFY]	Written basis	
Travel or facility [VERIFY]	Written basis	
Total estimate		

TOTAL ESTIMATE	DEPOSIT OR AUTHORIZATION	VALID THROUGH

WORKSHEET 04

Startup Coaching Agreement



FIELD	AGREED DETAIL
Client, sponsor when applicable, contacts, billing, session dates, location or platform, and decision-maker	
Business idea, stage, transition timing, goals, constraints, state, customer, offer, and readiness	
Selected offer, session length, participants, planning documents, follow-up, turnaround, and file formats	
Entity-choice discussion, filing walkthrough, EIN process, name search, and one-page plan boundaries [VERIFY]	
Client responsibility for decisions, truth, filings, approvals, deadlines, fees, records, and professional advice	
No legal, tax, accounting, investment, lending, benefits, immigration, mental-health, or guaranteed-outcome advice	
State filing, name, trademark, license, zoning, tax, insurance, contract, finance, and professional-review boundaries [VERIFY]	
Session preparation, missed sessions, cancellation, rescheduling, recording, homework, access, and support limits	
Fee, deposit, sponsor payment, refund, chargeback, late payment, added work, and termination terms	
Privacy, military and transition information, business ideas, documents, recordings, payments, storage, and deletion [VERIFY]	
Credentials, experience, affiliations, referrals, commissions, conflicts, testimonials, results, and advertising claims	
Ownership, client license, template protection, sharing, portfolio use, and written permission [VERIFY]	
Completion, handoff, follow-up window, complaint, referral, dispute, and signature terms [VERIFY]	

WORKSHEET 05

Invoice Template

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BUSINESS	CLIENT	INVOICE NUMBER	DATE DUE

DESCRIPTION	QUANTITY	RATE	AMOUNT
Startup readiness intake			
One-to-one startup intensive			
Group intensive			
One-page launch plan			
Document review			
Follow-up session			
Sponsor-funded block			
Approved added work			

SUMMARY	AMOUNT
Subtotal	
Tax [VERIFY]	
Credits / adjustments	
Total	
Balance due	

Job Log and Lead Tracker

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DATE	LEAD SOURCE	NEED OR SCOPE	QUOTE	STATUS NEXT STEP

DATE	CLIENT / SPONSOR	OFFER	PAID	DELIVERED	REFERRAL
DATE	CLIENT / SPONSOR	OFFER	PAID	DELIVERED	REFERRAL
DATE	CLIENT / SPONSOR	OFFER	PAID	DELIVERED	REFERRAL
DATE	CLIENT / SPONSOR	OFFER	PAID	DELIVERED	REFERRAL

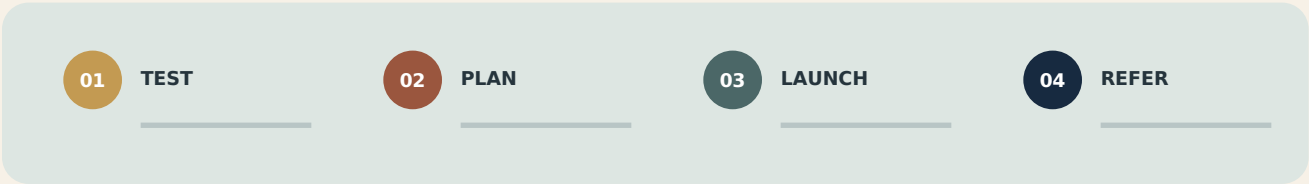
DATE	CLIENT / SPONSOR	OFFER	PAID	DELIVERED	REFERRAL
DATE	CLIENT / SPONSOR	OFFER	PAID	DELIVERED	REFERRAL

ONE METRIC

PAID SESSIONS DELIVERED: _____ REFERRALS: _____ GROUP INTEREST: _____

WORKSHEET 07

Startup Coaching Compliance and Client Protection



Check licensing, zoning, and tax rules for your own city and state before starting.

CHECK	CONTROL	INITIALS NOTES
☐	Licensing, zoning, tax, coaching, formation, filing, advertising, privacy, accessibility, and local rules are confirmed [VERIFY].	
☐	Professional liability, cyber, general liability, property, auto, workers' compensation, and sponsor-required coverage are confirmed [VERIFY].	
☐	Outside-employment, military, public-service, transition-program, referral, gift, commission, and conflict issues are resolved [VERIFY].	
☐	Scope separates guided planning from legal, tax, accounting, investment, lending, benefits, immigration, and mental-health advice.	
☐	The client makes and verifies all entity, filing, EIN, name, trademark, license, zoning, tax, insurance, contract, and finance decisions [VERIFY].	
☐	Credentials, military history, experience, affiliations, testimonials, income, funding, launch, and outcome claims are truthful and documented.	
☐	Privacy controls cover military, transition, disability, benefits, identity, tax, finance, payment, business-idea, and session data [VERIFY].	
☐	Referrals to attorneys, accountants, tax professionals, lenders, benefits advisers, counselors, and agencies are qualified and disclosed [VERIFY].	
☐	Work stops if the client requests deception, unauthorized practice, false filings, evasion, misuse of data, concealed conflicts, or guaranteed results.	

STOP RULE

Do not begin or continue until scope and coaching boundaries are accepted, conflicts are resolved, client decisions remain with the client, sensitive data is protected, insurance applies, and any legal, tax, benefits, filing, finance, or mental-health issue outside competency is referred appropriately.