SESSION TWO · ACCEPT, THE PAUSE

Your Offering & Who You Serve.

Today we let the idea be exactly what it is, for exactly whom it serves.

Where We Are.

Week 0	Week 1	Week 2	Week 3	Week 4
Settle	Identify	◆ **Accept**	Embrace	Let Go

Week Two. We allow the idea to be what it is: a clear offering, for a real person, at an honest price.

What This Movement Asks.

The pause between the inhale and the descent. We let the idea settle into its true shape.

- **Accept means meeting what is real.** Before you shape the offering, you accept the honest truth of the work, the market, and the person you serve.
- **Clarity over cleverness.** An offering the world can understand plainly will always outrun one that only sounds impressive.
- **Serve one real person.** Sirolli's lesson: stop pitching, and listen to the person actually in front of you.

Why This Offering Exists.

- **The problem you witnessed.** The specific thing in the world this answers.
- **Your WHY for this offering.** And what concretely changes when it works.
- **Why now.** What makes this the moment for it.

Who This Is For.

- **Write one real person.** Not a demographic, one human: who they are, what they have tried, what they long for.
- **Name who is NOT a fit.** Naming this protects and sharpens the offering.
- **Listen before you build.** The person will tell you what they need if you stop selling long enough to hear it.

What It Is.

This is the deliverable of the day: your offering, in one clear, honest sentence.

- **One clear sentence.** So plain a stranger understands it in a breath.
- **What is in, and what is out.** Name what is included and what is deliberately left out.

Price & Position.

- **Your price, and its honest rationale.** Named without apology or fear.
- **Your nearest alternatives.** What your person already considers, and how you truly differ.

Between Now and Session Three.

- ◇ **Finish your offering worksheet.** The one-sentence offering, refined.
- ◇ **Name your first ten real people.** Ten faces, by name, who have this problem now.

- ◇ **Imagine the smallest possible prototype.** The least you could put in front of one of them.
- ◇ **Watch Duckworth.** Grit, before Session Three.

CLOSING

You Have Let the Idea Be.

Exactly what it is, for exactly whom it is.