Welcome Clinician Founder

Write Your Pilot Offer One-Pager

Translate a bounded pilot into a clear, responsible offer that a suitable person can understand, question and respond to—before you publish or build further.

PRACTICAL FOUNDER RESOURCE

THE DECISION

Is this pilot clear and bounded enough to invite a suitable person to take the next step?

Time: 25 minutes to draft · three short clarity checks · 10-minute rewrite within 48 hours.

STEP 1

Check the pilot is ready to describe

This guide starts after you have a bounded pilot brief. It does not replace problem conversations, an early offer sentence or pilot design.

- [ ] **REAL PERSON + MOMENT**
  I can name a reachable person and the difficult moment in their language.

- [ ] **POSITIVE SIGNAL**
  At least one person has invested time, effort, access, a booking, trial, introduction or money—not only praise.

- [ ] **BOUNDED DELIVERY**
  Outcome, format, dates, participant cap, support limit and exclusions are written.

- [ ] **SAFE TO INVITE**
  Professional, employer, clinical-safety, consent, privacy and governance questions are resolved or clearly gated.

THE SIX PARTS OF THE ONE-PAGER

1. WHO + MOMENT — who this is for, and when it becomes useful
2. USEFUL OUTCOME — the small movement the pilot is designed to support
3. WHAT HAPPENS — format, dates, touchpoints and participant effort
4. SCOPE — what is included, excluded and still experimental
5. EXCHANGE + EVIDENCE — price/exchange and what you will learn or measure
6. NEXT STEP — one clear response, review call, application or booking action

If any readiness gate is false, return to the missing evidence or boundary. Better copy cannot repair an unready pilot.

STEP 2

Write the offer in plain language

Use audience language. State what the pilot can responsibly help with; do not imply guaranteed outcomes, established scale or a finished service.

1. WHO + MOMENT

This is for [person] when [recognisable difficult moment].

2. USEFUL OUTCOME

By the end, you should leave with / be able to [small useful movement].

3. WHAT HAPPENS

Format, dates/duration, touchpoints, participant effort and support limit.

4. INCLUDED / EXCLUDED

Included: ___ Not included: ___ Experimental or uncertain: ___.

5. EXCHANGE + EVIDENCE

Price or explicit exchange; evidence/feedback requested; privacy/data boundary.

6. NEXT STEP

If this fits, [one action] by [date]. What happens immediately after response?

STEP 3

Watch what people understand and do

Show the draft to three suitable people individually. Ask: “Who is this for? What would they get? What would happen? What feels unclear or risky? What would you do next?” Do not explain first.

#	PERSON / FIT	WHAT THEY REPEATED	QUESTION / CONFUSION	BEHAVIOUR
1				
2				
3				

PRACTICAL FIRST-PASS INTERPRETATION

CONTINUE — at least 2 of 3 can accurately repeat the person, outcome, format and main boundary without extra explanation, and at least one makes a behavioural next move (asks for the next step, books, reviews, refers or requests details).

CHANGE — the right people recognise the problem but misunderstand who it is for, what happens, the outcome, boundary or exchange. Rewrite the misunderstood section, then repeat three checks.

PARK — relevant people cannot see a real fit, the offer depends on unresolved safety/governance, or there is no responsible next step. Return to evidence or pause the invitation.

48-HOUR FOLLOW-UP

Within 48 hours, rewrite only what the checks exposed. Record: “I changed ___ because ___ people understood / misunderstood / did ___. My decision is continue / change / park. Next review: ___.”

ILLUSTRATIVE WORKED EXAMPLE

Clear enough to act on. Bounded enough to trust.

Illustrative situation: a clinician founder has designed a two-week pilot for NHS improvement leads whose project actions lose ownership after meetings. This is not a client case or proof of demand.

PILOT OFFER ONE-PAGER — EXAMPLE

FOR: NHS improvement leads after a cross-team meeting where actions risk becoming nobody's job.
OUTCOME: Leave with one owner, next action and review date for each priority action.
WHAT HAPPENS: Two 45-minute sessions across 14 days; review the existing action log; one follow-up check.
SCOPE: Implementation clarity only—not governance approval, clinical assurance or programme management.
EXCHANGE + EVIDENCE: Introductory fee; permission-safe feedback on clarity, follow-through and delivery effort.
NEXT STEP: Reply by Friday to request the two-page brief and a 15-minute fit check.

THREE CHECKS — EXAMPLE EVIDENCE

Two people accurately repeated the person, outcome, format and boundary; one requested the brief. A third thought the founder would manage the whole programme. Decision: CHANGE the scope line, then recheck before inviting.

COMPLETE WHEN

You have one six-part offer draft, three independent clarity checks, an honest continue / change / park decision, a 48-hour rewrite and one dated next step.

- [ ] I can state what remains experimental and what evidence—not enthusiasm—determines the next invitation.

Keep this page as the evidence trail for your invitation-ready pilot offer.

YOUR NEXT STEP

Keep moving with support

A useful resource should lead to a real decision or system change — not another open tab. Take what you completed into the next real situation.

Need help implementing this? Join the Clinician Founder Actionship at just £297/yr.

Core Membership provides the community, pathway and practical resources.
Actionship includes Core and adds direct live implementation support from Shub.

CLINICIANFOUNDER.COM/ACTIONSHIP

The next responsible move is the smallest one that creates clearer evidence in the real world.