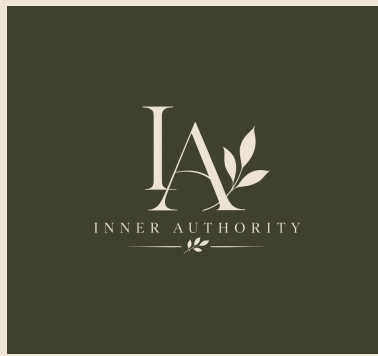




INNER AUTHORITY

THE
Inner Reckoning

From decision to evidence

Take the direction you chose in the Blueprint into the real world. Listen, present it clearly, record what happens and decide what the evidence deserves next.

ONE DIRECTION • ONE FAIR TEST • ONE HONEST DECISION

◆ INCLUDED WITH THE INNER AUTHORITY BLUEPRINT

The idea now meets real life

The Blueprint helped you choose the business direction that deserves a fair test. The Inner Reckoning helps you follow through without rushing to build everything at once.

You will take the smallest useful version of your idea to real people, notice what they say and do, and decide whether to continue, adjust, retest or let the current version go.

This is not about proving that you were right. It is about learning what is true before you invest more time, money or hope.

You may feel excited, exposed, impatient, doubtful or disappointed as you work. Let yourself feel what arises, but do not make a permanent decision from one difficult moment. Pause, return to the facts and keep going until the agreed test is complete.

Complete it whichever way feels easiest

On a phone, tablet or computer

Open the PDF in the free Adobe Acrobat Reader app. Choose Fill & Sign or E-Sign, select the text tool, then tap or click on a writing line to type. Use the checkmark tool for the boxes, and save your copy as you go.

By hand

Print the planner and write directly on the lines. No printer? Use a notebook or open your Notes app, and write the page number beside each answer.

You do not need perfect confidence. You need one honest next action.

One destination. Two ways to move.

Both tracks complete the same seven sprints and lead to the same final decision.

Fast Track: 3 to 7 days

Choose this if you can protect focused time and the test can produce useful behaviour quickly.

☐ I choose the Fast Track.

Three day option

Day 1: Define and Listen. Day 2: Speak, Shape and Present. Day 3: Record and Reckon.

Seven day option

Complete one sprint each day.

Steady Track: up to 28 days

Choose this if your time, energy or responsibilities need smaller working blocks.

☐ I choose the Steady Track.

Week 1: Define and Listen

Week 2: Speak

Week 3: Shape and Present

Week 4: Record and Reckon

My start date

My intended review date

If life interrupts, return to the next unfinished action. You do not need to restart.

Start with what you already chose

Copy the final decision from your Blueprint. Do not reopen every possibility.

The business direction I am testing

The person I want to help or reach

Her problem, desire or interest

My First Revenue Route

- ☐ Sell a Skill
- ☐ Recommend Products
- ☐ Own the Product

The first service, recommendation system or product

The price, commission method or product economics I currently know

The strongest reason this direction deserves a fair test

Decide what will count before you begin

A fair test has a clear question, a reasonable amount of activity and evidence you can observe. It does not guarantee that people will respond. It gives the direction a genuine opportunity to be understood.

The question this test needs to answer

The activity I will complete

Suitable conversations, direct invitations, useful content, product demonstrations, a live listing or preorders.

Maximum time I will risk:

Maximum money: £

THE EVIDENCE LADDER

Attention: views, likes or general encouragement.

Interest: relevant replies, saves, questions, product views or clicks.

Intent: an enquiry, booking request, waitlist join or repeated commercial click.

Commitment: a deposit, accepted pilot, preorder, purchase or confirmed commission.

Outcome: the customer receives value, or repeat buying behaviour supports the recommendation.

The test does not need to reach every level to teach you something. Do not mistake attention for commitment.

Name the riskiest assumption

An assumption is something that may be true but is not yet supported strongly enough. Choose the one that could most change your decision.

Which assumption matters most?

- ☐ The right people experience this problem or desire.
- ☐ They care enough to take action.
- ☐ I can reach them.
- ☐ They understand the value.
- ☐ The price or commission route can make sense.
- ☐ I can deliver or maintain it within my real life.
- ☐ Something else: _____

Write the assumption in one sentence

I currently believe that:

Why could this change my decision?

What real behaviour would reduce the uncertainty?

Your job is not to remove every unknown. It is to learn about the one that matters most.

Complete only your route

Sell a Skill

I need to learn whether suitable people understand the service, value the result and will take a genuine booking or payment step.

My specific objective

Recommend Products

I need to learn whether useful, honest content moves suitable viewers beyond attention towards product interest, clicks, purchases or confirmed commission.

My specific objective

Own the Product

I need to learn whether suitable people understand the product, value what it helps them do and will take a genuine buying, preorder or deposit step.

My specific objective

What I will not use as proof

Compliments from friends, views with no product interest, AI opinions, promises to buy later or one unusually successful result.

Listen before you persuade

Look for what people already say and do. Useful sources include reviews, comments, search suggestions, community discussions, competitor feedback, product questions and conversations you have personally witnessed. Do not invent quotations. Do not treat one loud opinion as a whole market.

What triggers the problem or desire?

What are people doing now?

What are they already trying, using or buying?

What feels slow, costly, confusing or disappointing?

What appears to create trust?

Save the language that matters

Record the exact words where possible. Her language will help you explain the problem, shape the offer and create content that feels relevant.

WHERE I FOUND IT HER EXACT WORDS

WHAT SHE WAS TRYING TO DO WHAT THIS MAY MEAN

The phrase that changed or sharpened my understanding

Language I was using that real people do not appear to use

One alternative they already choose

What is it, what does it do well, and where does it disappoint them?

Ask about real life, not imaginary futures

When you speak to somebody suitable, ask about what has already happened. Avoid leading her towards the answer you want.

1. Tell me about the last time this happened.
2. What did you do next?
3. What have you already tried, used or bought?
4. What was helpful, and what was missing?
5. What made this important enough to deal with?
6. What would make you hesitate or distrust a solution?
7. If you were looking for help, where would you look first?

People I can invite

- 1.
- 2.
- 3.
- 4.

My invitation

Keep it brief. Explain that you are researching, name the topic and make it easy to decline.

Date I will send the first invitation

Record before interpreting

Person or source: _____

Date: _____

What happened the last time she faced this?

What did she try, use or buy?

Exact language worth keeping

What created hesitation or distrust?

What surprised me?

Strongest evidence level reached

☐ Attention ☐ Interest ☐ Intent ☐ Commitment ☐ Outcome ☐ No meaningful signal yet

Repeat this page in a notebook or Notes app if you complete more conversations.

Move beyond observation

Complete only the action that matches your First Revenue Route.

Sell a Skill

Describe the service simply and ask a suitable person for a genuine next step, such as a call, booking, deposit or paid pilot.

Recommend Products

Create one honest, useful recommendation with a clear product path: an on-camera video, hands-only demonstration, voiceover, close-up, unboxing or text-led video.

Own the Product

Show the smallest credible product version and ask for a real buying step, such as a preorder, deposit, purchase or product-page visit.

My chosen action

When and where I will do it

What happened?

What needs to change before I shape the test version?

This is one small learning action. You will present and complete your full fair test later.

Make room for the work without abandoning yourself

Visibility does not always mean showing your face or sharing your private life. It means allowing suitable people to encounter the service, recommendation or product clearly enough to respond.

The visibility level that fits me

- ☐ Face-led video
- ☐ Voiceover
- ☐ Hands-only demonstration
- ☐ Written or text-led content
- ☐ Product-led content
- ☐ Direct conversations
- ☐ Email or private message
- ☐ Local or in-person presentation

What am I afraid somebody will think or say?

Which boundary will help me act safely?

Privacy, children, home, working hours, health, personal history, response times or subjects I will not discuss.

The smallest visible action I can complete even on a difficult day

A boundary can protect the work. It does not have to prevent the work.

Build only what the test needs

Create the smallest version that is useful, honest and complete enough for a suitable person to understand the value and take the next step. Do not build a large website, full product range, long course, complicated funnel or months of content unless the test genuinely requires it.

The route I am shaping

- ☐ Sell a Skill. Complete Page 16.
- ☐ Recommend Products. Complete Page 17.
- ☐ Own the Product. Complete Page 18.

What must be present for the test to feel credible?

What can wait until evidence supports further investment?

What would make this version unnecessarily heavy for my life?

My deadline for completing the test version. Date: _____

Time:

Shape the pilot service

The person and result

I help _____ to _____.

What is included?

How will it be delivered?

Call, audit, document, design, session, local service, done-for-you task or guided support.

Price or pilot price: £

If reduced, why?

Time and direct cost per customer

Time: _____ Direct cost: £

What is not included?

The buying action

- ☐ Book a call ☐ Reply or message me ☐ Pay a deposit ☐ Buy the pilot ☐ Another:

Ask for honest feedback. Never make positive praise a condition of a reduced price.

When this page is complete, skip the other route pages and continue to Page 19.

Shape the recommendation test

The audience and product territory

The product or category I will test

The useful promise of my content

Demonstrate, compare, explain, unbox, answer a question or show how the product fits real life.

My content style

- ☐ Face-led ☐ Hands-only ☐ Voiceover
- ☐ Product close-ups ☐ Text-led ☐ LIVE

Platform or affiliate programme

Commission information

Current visible rate or amount:

Where and when I verified it:

- ☐ Not available yet. Research access is my first task.

Planned content set

Number of useful pieces:

The buying action

The viewer can tap, click or visit:

Views alone do not equal income. Record product interest, clicks, purchases and confirmed commission where available.

When this page is complete, skip the other route pages and continue to Page 19.

Shape the minimum product

The product and the job it helps with

Product type

- ☐ Digital: planner, guide, template or printable
- ☐ Physical: cakes, gifts or handmade items
- ☐ Sourced product
- ☐ Another type: _____

The smallest credible version

Selling price: £

Costs I currently know

Creation or unit cost: £

Fees: £

Packaging or delivery: £

Where the customer can buy or preorder

The buying action

- ☐ Purchase
- ☐ Preorder
- ☐ Pay a deposit
- ☐ Join a product waitlist

What remains unknown?

When this page is complete, skip the other route pages and continue to Page 19.

Complete enough to receive a response

Check only what applies to your route.

- ☐ The customer can understand who this is for.
- ☐ The result, use or product benefit is clear.
- ☐ The price or commission relationship is honest.
- ☐ The next action works from beginning to end.
- ☐ My claims are accurate and not exaggerated.
- ☐ Affiliate or paid relationships are disclosed clearly.
- ☐ The product shown matches the product linked.
- ☐ Relevant food, safety, insurance or professional requirements have been checked.
- ☐ Delivery, response times, revisions, returns or refunds are explained where needed.
- ☐ Private information about me or my children is protected.
- ☐ AI has helped me draft or organise, but has not invented proof, demand, quotations or results.

The one imperfection I am willing to leave alone for this test

Why it does not make the test misleading or unusable

- ☐ The test version is ready to be presented.

Give people a clear next step

Choose the presentation action for your route.

Sell a Skill

Send a direct invitation, share the service or place it where suitable clients can understand and book it.

Recommend Products

Publish the agreed set of useful, properly disclosed content and attach the correct product path.

Own the Product

List, show or invite preorders for the minimum product where suitable buyers can find it.

Where I will present it

Who or how many suitable people should encounter it?

The exact instruction they will see

Book here, reply with a word, tap the product link, buy now, preorder or pay a deposit.

I tested the full path myself

- ☐ The link, form, checkout or message route works.
- ☐ The price and important conditions are visible.
- ☐ The customer knows what happens next.

Put the action into your real calendar

DATE	PERSON, PLATFORM OR PLACE	WHAT I WILL PRESENT	BUYING ACTION	DONE
				☐
				☐
				☐
				☐
				☐

My minimum fair-test activity: I will complete

My backup plan if the first channel produces no suitable exposure

The thought most likely to make me delay

What I will do when that thought appears

Record the work you actually completed

DATE	ACTION COMPLETED	SUITABLE REACH	RESPONSE	EVIDENCE LEVEL	WHAT I NOTICED

Is the agreed fair-test activity complete?

☐ Yes ☐ No ☐ Partly

If no or partly, what remains and when will I complete it?

Do not issue a final verdict before suitable people have had a fair opportunity to respond.

What happened across the complete test?

Test window: from

to

Agreed activity

Completed activity

Attention signals

Interest signals

Intent signals

Commitment signals

Outcome signals, if enough time has passed

Silence, objections, returns or barriers

Complete only your route

Sell a Skill

Invitations sent

Relevant replies

Calls or enquiries

Paid pilots or sales

The strongest buying signal or repeated objection:

Recommend Products

Content published

Views or clicks

Purchases

Confirmed commission:
£

The content that created the strongest commercial behaviour:

If figures were unavailable, what access or research did I complete?

Own the Product

Suitable people who saw
it

Views or enquiries

Purchases or preorders

Returns or cancellations

The strongest buying signal, objection or operational issue:

Separate the facts from the story

What happened as an observable fact?

What story did I immediately tell myself?

What else could the evidence reasonably mean?

Is the test complete enough to judge?

- ☐ The agreed activity was completed.
- ☐ Suitable people encountered it.
- ☐ The buying action was clear and working.
- ☐ The version was credible enough to understand.
- ☐ Outside circumstances did not make the result unreadable.

If any important box remains unticked, what must happen before the verdict?

The clearest pattern I can see

What I now know

What I learned about the person, problem or desire

What I learned about my First Revenue Route

What I learned about my capacity and boundaries

What I will keep

What I will change or release

My next commercial action

I will take it by: _____

Signed: _____ Date: _____

You did not wait for certainty

You took an idea that mattered to you and allowed real life to answer it. That takes more courage than endlessly preparing in private.

The result may have encouraged you, challenged you or shown you that something needs to change. None of those outcomes makes this work wasted. You now have evidence that you did not have before.

If the evidence supports continuing, your next task is to build only what that evidence has earned. Strengthen the offer or product, improve how people find it and create the simple systems needed to deliver it well.

If the evidence supports adjustment or retesting, change one meaningful thing at a time so the next result remains readable.

If the evidence supports letting the current version go, carry the learning forward. You are not back at the beginning.

Do not stop at a promising result. Build the business it could become.

If your evidence supports continuing, Inner Authority Build will help you turn what you have learned into a clearer, more organised business. You will strengthen your offer or product, shape how you deliver and sell it, and create a realistic way for the right people to find you.

Inner Authority Build is currently in development. Join the Priority List to be the first to hear when it is ready. Joining the list does not commit you to purchasing.

YES, I WANT TO BUILD THIS PROPERLY

Join the Inner Authority Build Priority List.

Thank you for trusting The Inner Reckoning with this stage of your journey. I hope it helps you move forward with a more structured and organised approach to planning your business, without losing sight of yourself or the life your business needs to fit around. May the evidence you have gathered give you greater clarity, steadier self-trust and a stronger foundation for whatever you build next.

You were enough before this test. You remain enough after it. Let the evidence shape the business, not define your worth.

To your success, Stephanie x

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