

New-service validation record

Plan interviews and a small offer with observable decision criteria.

Questions about recent client behaviour

A small pilot and commitment record

A completed proposed content-service test

A free worksheet from ailevrg.com/guides/validate-a-new-service

Choose the proposed client job. Write the evidence needed for a decision before interviewing or offering a pilot.

01 Hypothesis

Client group and recurring job

Recent work and current alternative

Proposed accepted result

Assumption most likely to change the decision

02 Interviews

People and recent examples to inspect

Observed frequency and consequences

Missing information or expert judgement

Decision-maker and spending process

03 Small offer

Pilot scope, output and support

Commercial commitment proposed

Who accepted or declined and why

Onboarding, review and running effort

04 Decision

Accepted output and repeat use

Delivery contribution and excluded costs

Evidence for continuing or changing

Next test, owner and review date

A proposed former-client content test

Invented teaching example. No client outcome is claimed.

Hypothesis

Former clients need a recurring content brief and can use approved business context with bounded expert support.

Interview

Inspect the last brief they needed and the alternative they used.

Offer

Propose one supported brief workflow with a clear output, review boundary and commercial arrangement.

Observe

Accepted briefs, explicit commitment, return use and full delivery effort.

Decision

Continue only if the observed evidence supports the next step.

This is a proposed experiment; no interviews, payments or retention results are claimed.