

Freedom Framework Workbook

One page per step. Gate questions. Space for your answers.

Companion to Chapter 11: The Framework

Part of the HTSABWAM Toolkit — register your copy at <https://firstbusinesskit.com/> to unlock

David White | How To Start A Business Without Any Money

Ten Steps. No Capital Required.

The Freedom Framework is the pattern that has worked four times across four businesses over forty years. It works when you have no money because you start with customers, not capital. The customers fund everything else.

Do not skip steps. Do not claim to be at Step 5 if you haven't passed the Step 3 gate. The gates exist because each step genuinely depends on the previous one.

Step	Title
1	Find The Problem
2	Design The Simplest Solution
3	Find Five Customers Before You Build Anything
4	Deliver What You Promised
5	Convert Customers To Clients
6	Systematize What's Working
7	Get To Ten Clients
8	Decide Your Path
9	Build The Buffer
10	Keep Learning

I am currently at Step: _____ | Date: _____

Step 1: Find The Problem

Talk to people. Don't pitch. Ask what frustrates them, what they've tried, what didn't work. Look for a problem that definitely exists — one people are actively struggling with, solving badly, and would pay to fix.

My specific answer for this step:

Gate: You can state the problem in one sentence, name who has it, describe how they currently solve it badly, and explain why they'd pay you to do it better.

Write the problem in one sentence:

Gate passed?	Yes / Not yet
If not yet — what's blocking me?	
Date gate passed:	

Step 2: Design The Simplest Solution

Not the perfect solution. The simplest version that delivers the core value. Strip out everything that doesn't solve the core problem. The permanent shop comes later.

My specific answer for this step:

Gate: You can explain your solution in one sentence, deliver it in weeks not months, and it requires minimal infrastructure.

Write your solution in one sentence:

Gate passed?	Yes / Not yet
If not yet — what's blocking me?	
Date gate passed:	

Step 3: Find Five Customers Before You Build Anything

Don't build first. Sell first. Ask people: "I'm building this. It will cost £X. It will be ready in Y weeks. Will you buy it?" If they say maybe, that's a no. One customer could be a favour. Two is coincidence. Five is proof.

My specific answer for this step:

Gate: Five confirmed customers with payment or written commitment from

each.

Name your five (with commitment status):

Gate passed?	Yes / Not yet
If not yet — what's blocking me?	
Date gate passed:	

Step 4: Deliver What You Promised

On time. Exactly what you said. Over-deliver slightly — something small and unexpected. Stay in touch throughout. Make it easy for them to use. This is your audition.

My specific answer for this step:

Gate: All five have received what you promised, they're satisfied, and you know what worked.

What worked? What would you do differently?

Gate passed?	Yes / Not yet
If not yet — what's blocking me?	
Date gate passed:	

Step 5: Convert Customers To Clients

Within a week of delivery, ask for feedback. While they're still seeing results, make the next offer. Stay in touch between projects — not to sell, to be useful. Ask for referrals when they're happy. Convert three of your five.

My specific answer for this step:

Gate: You've asked all five for feedback, made the next offer to those who are ready, and requested referrals from those who are happy.

Who converted? Who didn't? What made the difference?

Gate passed?	Yes / Not yet
If not yet — what's blocking me?	

Date gate passed:

Step 6: Systematize What's Working

Document the sales conversation. Document the delivery process. Document the client management touchpoints. Build at least one asset — a guide, a template, a tool — that works when you're not working.

My specific answer for this step:

Gate: Documented sales process, documented delivery process, at least one asset built.

List the three things you have now documented or built:

Gate passed?	Yes / Not yet
If not yet — what's blocking me?	
Date gate passed:	

Step 7: Get To Ten Clients

Use referrals from your first five. Publish your assets as lead generation. Show up where your customers gather. Write about the problem you solve. Ten clients generating recurring revenue is the foundation of a sustainable business.

My specific answer for this step:

Gate: Ten clients, recurring revenue from at least 60% of them, systems that make delivery predictable.

Current client count: ____ | Recurring %: ____ | One action to reach ten:

Gate passed?	Yes / Not yet
If not yet — what's blocking me?	
Date gate passed:	

Step 8: Decide Your Path

Stay at ten clients (manageable, free, you're the ceiling). Scale to 50+ with a team (more revenue, more complexity, you manage rather than do). Build the next thing (use the plateau to start the next curve before you have to). Don't drift. Decide.

My specific answer for this step:

Gate: You have made a conscious choice. You have written it down. You have identified the first action it requires.

My path (circle): Stay at ten | Scale to 50+ | Build the next thing

Gate passed?	Yes / Not yet
If not yet — what's blocking me?	
Date gate passed:	

Step 9: Build The Buffer

Six months of operating expenses minimum. Twelve is better. Twenty-four is best. Set aside 20–30% of every profitable month. Do not touch it. The buffer is the difference between making decisions from choice and making them from desperation.

My specific answer for this step:

Gate: Six months of operating expenses saved.

Current buffer: _____ **months** | **Monthly saving:** £_____ | **Target date:** _____

Gate passed?	Yes / Not yet
If not yet — what's blocking me?	
Date gate passed:	

Step 10: Keep Learning

Not a step. A discipline. It runs alongside everything else, from Step 1 onwards. The curve will end. The question is whether you're ready for the next one.

The adjacent skill I am developing now (that could become the next business):

What I learned from the last client engagement that I've written down:

The one thing this business has taught me that I will take into the next one:

Review Page

Date to revisit this workbook: _____

Where I was when I started this workbook:

Where I am now:

The single most important thing the Freedom Framework has clarified:

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