

STARTER GUIDE

The 7-day kit for launching **your business**

Seven days, seven decisions, five tools. From a vague idea to a first message sent to a real prospect, without spending six months building something nobody asked for.

1

Find the idea

2

Check it

3

Write the offer

4

Build

5

Dress it up

6Find 30
prospects**7**

Send

This guide is the tick-off version. The full method, with every day spelled out, is free to read at lihn.fr/en/blog.

Every day has one tool doing the heavy lifting

None of them decides for you, which is the point: the decisions are the only part that is genuinely yours. You can trial all of them for free.

DAYS	STAGE	TOOL
1 to 3	Strategy Find the idea, test it, write the offer	ChatGPT or Claude
4	Building Ship the first version	Lovable, Replit or Framer
5	Design Identity, assets, profile picture	Canva or Figma
6 and 7	Outreach Find the first customers and write to them	Lihn
After	Content Become visible while the campaign runs	CapCut or Higgsfield

What you have by Sunday night

- ☐ An offer written on one page, that you can read out loud without wincing.
- ☐ A first version online, that a stranger can visit and understand.
- ☐ A coherent visual identity: two colours, one typeface, three assets.
- ☐ Thirty qualified prospects and a first campaign sent, follow-ups included.

This is not a finished business. It is a business that has started talking to people, which is exactly what most projects never reach.

Day 1 · Find an idea that already has buyers

2 h · ChatGPT or Claude

Move from an idea that is “interesting” to one somebody already pays for, even badly.

- ☐ Write three lists of ten lines: what I can do, the industries I know from the inside, what annoys me about those industries.
- ☐ Cross the three lists with the AI (the prompts are at the end of this guide).
- ☐ Keep three ideas, and check for each that somebody already spends money on that problem.
- ☐ Write down two competitors next to the idea you keep.

THE TRAP

Hunting for the idea nobody has had. An idea with no competitor is almost always an idea with no market.

Day 2 · Check before you build

3 h · AI + phone

Replace your opinion with five conversations with people who have the problem.

- ☐ Find ten people living with the problem (LinkedIn, industry groups, your own contacts).
- ☐ Write them a four-line message that sells nothing and asks for fifteen minutes.
- ☐ During the call: the last time the problem came up, what they did, what it cost them, what they use today.
- ☐ Write down the sentence that comes up at least three times. That is your promise.

THE TRAP

Asking “would you use this?”. Everyone says yes and nobody pays. Stay in the past tense.

Day 3 · Write the offer on one page

2 h · ChatGPT or Claude

Fit what you sell, to whom, and why it is worth that price into six lines.

- ☐ Who it is for: a job, a size, a situation. Not “small businesses”.
- ☐ Which problem: the sentence from day 2, in their words.
- ☐ What they get: an outcome, not a feature list.
- ☐ How it works, in three steps. How much, price stated. Why you, in one sentence.

THE TRAP

The offer “for everyone”. And pricing based on your time rather than on what the problem costs your client.

Day 4 · Build the first version

4–5 h · Framer, Lovable or Replit

Get an address a stranger can open and understand in ten seconds.

- ☐ One page only: the promise, who it is for, three steps, one proof, one button.
- ☐ One button. Two is one more decision asked of somebody who just met you.
- ☐ Site for a service → Framer. The product is the app → Lovable or Replit.
- ☐ Have somebody who knows nothing about the project read it, with no explanation from you.

THE TRAP

Adding a second page. Then a blog. Every hour spent on day 4 is an hour stolen from day 6, and day 6 is the one that brings in money.

Day 5 · The identity, in half a day

3 h · Canva or Figma

Be credible. Not award-winning.

- ☐ One main colour, one dark text colour. That is all.
- ☐ One typeface, in two weights.
- ☐ A logo written as text. The symbol comes once you know who you are.
- ☐ Three reusable assets: a banner, a quote background, a cover.
- ☐ The same profile picture everywhere.

THE TRAP

Spending three days on it. An identity can be fixed in one evening; an absence of customers cannot be fixed with a colour palette.

Day 6 · Find your first thirty prospects

2-3 h · Lihn

Thirty specific names, with a written reason next to each one.

- ☐ Describe what you offer and to whom, then let the search run.
- ☐ Three questions per name: do they have the problem? can they say yes? can I write in one line why I am contacting *them*?
- ☐ Drop any name that fails the third question.
- ☐ Stop at thirty. Below that, silence means nothing; above it, you stop personalising.

THE TRAP

The bought list. Three thousand addresses with no reason to be contacted damage your domain reputation for months.

Day 7 · Send the first campaign

2 h · Lihn + work inbox

Thirty messages out, and a follow-up that continues without you.

- ☐ Four lines: one about them, one about the problem, one about what you do, one simple question.
- ☐ Follow up on day 3, last one on day 7. Most replies land on the second.
- ☐ Send from a professional address, on your own domain.
- ☐ Every message says who you are and lets people opt out in one click.

THE TRAP

The message that is about you: “I’m X, I built Y, I offer Z”. Three sentences about yourself before the reader sees what is in it for them.

In B2B, contacting somebody at their work address is allowed if your offer relates to their job. If you have to strain to explain the connection, you are outside it.

There is no day 8

Replies arrive between the third and the tenth day. They tell you what to fix, provided you know how to read them.

Zero replies out of thirty

It is almost never the message: it is the targeting. Go back to day 6.

Replies, but no meetings

The message lands, the offer is not clear. Go back to day 3.

Meetings, but no sales

It is the price, or the person in front of you cannot decide. Work out which before you discount anything.

Three positive replies out of thirty is a successful week. It does not look like one. It is nonetheless where a project stops being an idea.

Three prompts, for the first three days

Paste these into ChatGPT or Claude. Replace what is in brackets with your own material: that part is the difference between a generic answer and a usable one.

DAY 1 · CROSS YOUR LISTS

You are a product strategist helping a solo founder pick a first sellable offer.

Here are three lists about me.

SKILLS: [paste your list]

INDUSTRIES I KNOW FROM THE INSIDE: [paste your list]

WHAT ANNOYS ME ABOUT THOSE INDUSTRIES: [paste your list]

Give me 8 offer ideas at the intersection of these three lists.

For each one, one line each:

- exactly who it is for (a job title, a company size);
- the concrete problem, phrased the way that person would say it;
- what those people do about it today, and what that costs them;
- who already sells something comparable.

Rule out the ideas where nobody spends money today,
and tell me why you ruled them out.

DAY 2 · PREPARE YOUR FIVE INTERVIEWS

I'm preparing 5 discovery conversations with [describe the person precisely:
job title, company size, city].

I want to test this problem: [describe the problem in one sentence].

1. Write me a first-contact message, 4 lines maximum, that sells nothing and asks for 15 minutes.
2. Write me 6 interview questions about what the person HAS ALREADY DONE, never about what they would do.
3. For each question, tell me which answer should make me drop the idea.

Banned: "would you use", "would you pay", "what do you think of".

Rewrite everything in the past tense.

DAY 3 · PUT THE OFFER ON ONE PAGE

Here are the notes from my 5 discovery conversations: [paste your notes].
The sentence that came up most often is: [paste it word for word].

Write me an offer in 6 lines, one per point:

1. Who it is for (a job title, a size, a specific situation)
2. Which problem, in their own words
3. What they get, as an outcome, not as features
4. How it works, in 3 steps
5. How much, with a stated price
6. Why me, in one checkable sentence

Then propose 3 price levels, starting from what the problem costs my client today, never from the time it takes me.

Days 6 and 7 do not stop on Sunday

They start again every week, and that is what separates a launched project from a living one. Lihn finds the companies that match your offer, drafts the messages, sends the follow-ups you planned, and hands you back control the moment a real reply arrives.

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You decide. Lihn does the rest.