

Gig Ready

Programme outline: confirmed exercises, outputs and coaching tasks. Cohort dates: To be determined.

Facilitator	Soo Hoo Yoon Hunn facilitates the programme and group coaching.
Who it is for	People with a usable skill who want to define an independent service and test it with potential clients. This programme develops the service offer, not the underlying technical skill.
Learning objectives	Define a service for a specific customer problem. Produce a sample and a scope with clear deliverables. Justify an initial price using effort, costs and scope. Demonstrate enquiry, revision and delivery conversations. Implement a 90-day service-testing and outreach plan.
Planned outputs	A defined service and sample A draft quotation A delivery checklist A 90-day outreach plan
Confirmed format	Two days plus 90-day implementation. WhatsApp peer coaching, half-day group coaching on days 30, 60 and 90, and graduation on day 90.
Confirm before booking	Daily times, venue, group size, entry requirements, preparation, equipment and any paid accounts. See the programme page for the current fee and booking terms.

Day 1: Turn your skill into a defined service

Choose a skill you can demonstrate

Practise	Inventory usable skills and evidence Select a service-sized task
Activity	"Skill to Sample": participants show a small example of their work and peers describe the result it provides.
Feedback and review	Compare what the maker intended with what others can actually see.
Application	Choose a service that can be delivered with current ability.
Learning outcome	Select a deliverable supported by a work example.
Output	A skill-to-service shortlist.

Choose the customer before the offer

Practise	Describe a specific customer situation Test assumptions with discovery questions
Activity	"Customer in the Chair": pairs interview a simulated customer about an unfinished or difficult task.
Feedback and review	Separate customer statements from the seller's assumptions.
Application	Use the questions in an initial customer conversation.
Learning outcome	Define a customer problem without assuming demand.
Output	A customer problem statement and question set.

Make the deliverable and limits visible

Practise	Specify deliverables and exclusions Build a sample with acceptance criteria
Activity	"The One-Page Offer": participants create a service description and sample; peers identify ambiguous promises.
Feedback and review	Discuss which ambiguities could cause revision disputes or extra work.
Application	Use the revised offer to explain the service consistently.
Learning outcome	Produce a clear service scope and a relevant sample.
Output	A one-page service offer and sample.

Price the work you actually promise

Practise	Estimate effort and direct costs Define payment milestones and revision limits
Activity	"The Hidden Revision": participants quote for a brief, then calculate the effect of an extra request.
Feedback and review	Compare estimates and explain what changes the price or delivery date.
Application	Use a quotation checklist before accepting work.
Learning outcome	Justify an initial price and state the scope assumptions behind it.
Output	A draft quotation and pricing worksheet.

Day 2: Find clients and deliver what you promise

Find people worth contacting

Practise	Identify plausible prospective clients Write a specific and respectful opening message
Activity	"The Relevance Test": peers review outreach messages against a customer situation and a service sample.
Feedback and review	Identify the evidence of relevance and remove unsupported promises.
Application	Prepare a small outreach list and track responses.
Learning outcome	Prepare targeted outreach linked to a defined customer need.
Output	A prospect list and outreach draft.

Turn an enquiry into an agreed brief

Practise	Clarify objectives, inputs and deadlines Confirm scope and the next decision in writing
Activity	"The First Enquiry": participants alternate client and provider roles, then write a short agreed brief.
Feedback and review	Compare the client's expectations with the provider's written summary.
Application	Use the brief before starting client delivery.
Learning outcome	Confirm a deliverable, deadline and acceptance criteria in writing.
Output	An enquiry guide and agreed brief template.

Handle changes and complete the handover

Practise	Respond to a revision request Check quality and complete a client handover
Activity	"One More Thing": a simulated client requests extra work; the provider clarifies the change and demonstrates a handover.
Feedback and review	Check whether the response protects the agreement while giving the client a workable choice.
Application	Record changes and use a delivery checklist on the next job.
Learning outcome	Handle a scope change and hand over work against agreed criteria.
Output	A change-request note and delivery checklist.

Test your offer over 90 days

Practise	Plan customer conversations and service tests Select evidence for changing the offer
Activity	"The First Client Plan": participants schedule outreach, sample improvement and delivery practice with a peer reviewer.
Feedback and review	Check that progress includes attempts and feedback, not only sales.
Application	Bring conversation records and revised offers to coaching.
Learning outcome	Produce a 90-day offer-testing plan with measurable actions.
Output	A 90-day outreach and delivery plan.

Apply and review over 90 days

Use these tasks to prepare for each coaching session. Agree how to apply them to your goal with Soo Hoo.

Day 30	Bring the service offer, sample and evidence from initial customer conversations.
Day 60	Review feedback, enquiries and any delivery attempts; revise scope or pricing.
Day 90	Present the revised offer and delivery process, with evidence and the next test.

Between sessions, test your chosen actions and record attempts, feedback and revisions. The programme does not guarantee jobs, income, clients, business growth or professional certification.

Programme details: <https://riseupasiasia.com/gig-ready/>