

Teacher to CEO

Starter Studio

Your Step-by-Step Guide to Turning Your Expertise into Income

A Resource for Educators Who Are Done Playing Small
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What You'll Build Inside This Workbook:

- STEP 1 — Find Your Niche: Discover the specific expertise people will pay you for
- STEP 2 — Build Your First Offer: Design a simple, sellable product or service from scratch
- STEP 3 — Price Without Guilt: Know exactly what to charge and how to say it confidently
- STEP 4 — Your 30-Day Action Plan: A week-by-week roadmap to launch your first offer

"You're not just anything. You're solving problems people would gladly pay to have solved."



How to Use This Workbook

This workbook is your action companion to the Stop Acting Like Just a teacher workshop. Each section builds on the last. Work through it in order, but at your own pace. You don't need to have it all figured out before you start — the point is to start.

You'll find:

- Reflection prompts to uncover your real expertise
- Fill-in exercises to shape your offer, message, and pricing
- Examples from the educator-to-consultant world you can model
- A 30-day action plan to keep you moving when motivation dips

Clarity comes from action, not overthinking. Write messy. Cross things out. Come back to it. This is a working document, not a polished portfolio.

1

Find Your Niche

Before you can build an offer or set a price, you need to know what people will actually pay you for. This step helps you find the specific intersection of your skills, experience, and market need — your niche.

Exercise 1A: The Expertise Audit

Most educators underestimate how much they know. This exercise forces you to look at your full range of skills — not just the ones on your job description.

Answer the following questions as quickly as you can. Don't filter. Don't question whether it "counts." Write it down.

What are people constantly asking you for help with? (Think: parents, colleagues, friends, administrators)

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-	-
-	-

What do you do so naturally that you forget not everyone can do it?

-	-

What could you talk about for an hour without any preparation?

-

-

What have you figured out in your career that you wish someone had told you earlier?

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What problems do people bring to you that they can't solve on their own?

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Exercise 1B: The Teacher-to-Business Translation

The work you already do has market value — it just needs a language shift. Using the table from the workshop as a model, translate your own experience below.

#	I say / I do...	The business world calls this...
1		
2		
3		
4		
5		

Exercise 1C: Your Niche Statement (First Draft)

A niche statement isn't a business card tagline. It's a sentence that helps you get clear on who you serve and what you help them do. We'll refine it later — for now, just fill in the blanks.

I help _____
(who?)
who struggle with _____
(their problem)
to _____
(the outcome you deliver)

Example: I help parents of children with big emotions who struggle with behaviour at home to build connection-based strategies that actually work.

Example: I help new ECE professionals who feel lost in their first supervisor role to build confident leadership skills and high-functioning team cultures.

2

Build Your First Offer

Your first offer doesn't need to be perfect. It needs to exist. This step walks you through the five types of offers educators typically start with, helps you choose one, and then designs it so it's ready to sell.

The Five Starter Offer Types

Most educators start with one of these five formats. Read through them and put a checkmark beside any that feel like a natural fit.

☐ **Digital Printable / Resource** \$10–\$50

A PDF, worksheet, guide, or toolkit that solves one specific problem. You create it once and sell it forever. Great for: lesson plan templates, parent communication guides, behaviour tracking sheets, SEL activities.

Why start here: Low effort to start. Passive income once created. Easy to test your niche.

☐ **Consultation Call** \$50–\$150/hr

A 45-60 minute call where you advise a parent, educator, or organization on a specific challenge. No materials needed — just your expertise.

Why start here: Fastest to launch. Zero overhead. Builds your confidence and your testimonials.

☐ **Workshop or Training** \$100–\$500+

A 60-90 minute session (live or recorded) you deliver to a group on a topic you know deeply. Could be virtual or in-person.

Why start here: Higher income per hour. Positions you as an authority. Can be repurposed as an online course later.

☐ **Tutoring or Coaching Package** \$200–\$800/month

An ongoing relationship (3-6 sessions) where you support a parent, child, or professional over time toward a specific goal.

Why start here: Predictable income. Deep client relationships. High transformation value.

☐ **Online Course or Resource Bundle** \$97–\$497+

A self-paced learning experience with video, worksheets, and guided content on a topic you've mastered.

Why start here: Scales infinitely. Best done after you've validated your topic with 1:1 offers first.

Exercise 2A: Choose Your First Offer

Based on your Expertise Audit and the offer types above, I am going to start with:

The specific topic / problem it solves:

The person it is designed for (refer back to your niche statement):

Why this one first? (What makes this the right starting point for you?)

Exercise 2B: Design Your Offer

Fill in the details below to give your offer shape. Don't worry about having the perfect title or description yet — this is your first draft.

Offer title (working title is fine):

Format (printable / call / workshop / package / course):

Length / Deliverable (e.g. 60-min call / 5-page PDF / 3-session package):

The ONE specific problem this solves:

The outcome: After working with me / using this resource, my client will...

What makes this different from what's already out there? (Your angle, your lens, your voice)

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Exercise 2C: Your Offer Description (First Draft)

Write 2-4 sentences that describe your offer as if you're telling a friend about it. Use plain language. Don't make it sound like a sales page — just describe what it is and who it's for.

My offer in plain language:

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-

-

3 Price Without Guilt

Pricing is where most educators freeze. We've been trained to see our knowledge as something that belongs to everyone — free of charge. This step gives you a framework for pricing that is honest, sustainable, and confidence-building.

The Truth About Pricing

Here are the three most common pricing mistakes educators make when they start out:

Undercharging out of guilt.

You think: 'I can't charge what a corporate consultant charges — I'm just a teacher.' But your expertise is the same. The label is different.

Pricing based on what you would pay.

You think: 'I wouldn't spend \$150 on a consultation.' But you are not your client. Your client is desperate for help with a problem you can solve in 60 minutes.

Waiting until you feel 'ready' to set a real price.

The longer you charge nothing, the harder it becomes to start charging. A real price (even a low one) is always better than free.

The Pricing Formula

Use this simple framework to find a confident starting price:

Step 1. What is your hourly value?

Take your annual salary and divide by 1,200 (average paid hours in a school year). That's your hourly teaching rate.

Your hourly rate: \$_____

Step 2. Add your preparation time.

How many hours will you spend preparing, delivering, and following up on this offer? Multiply by your hourly rate.

Hours x Rate = \$_____ (your floor price)

Step 3. Factor in the transformation.

What is the outcome worth to your client? A parent who finally has tools to help their child at home? A new teacher who feels confident instead of overwhelmed? Price toward the value of the result, not just your time.

Your confident price: \$_____

Exercise 3A: Set Your Price

My starting price for my first offer is:

I chose this price because:

Objection check: Complete these sentences.

When I imagine someone asking 'why does this cost that much?' I will say:

If someone says it is too expensive, I will remember:

Exercise 3B: How to Talk About Your Price

Saying your price out loud without apologizing is a skill. Practice these phrases:

Instead of: "It's only \$50 — I know that might be a lot..."

Try: "This session is \$50. You can book directly at the link below."

Instead of: "I charge around \$100 — but we can figure something out..."

Try: "My rate is \$100 per workshop. Here's what that includes."

Write your own confident pricing sentence for your first offer:

4

Your 30-Day Action Plan

This is not a to-do list. It is a momentum plan. The goal of the next 30 days is not perfection — it is movement. By the end of Day 30, you will have made your first offer to a real human being.

"Clarity comes from action, not overthinking. You don't need to be ready. You need to start."

Week 1 (Days 1-7): Get Clear

Focus: Complete this workbook, finalize your niche statement, and name your first offer.

- ☐ Complete all four steps of this workbook (if you haven't already)
- ☐ Write your final niche statement (use Exercise 1C as your starting point)
- ☐ Name your first offer and write a 2-sentence description
- ☐ Tell ONE person — a trusted colleague, friend, or family member — what you're building
- ☐ Set aside 30 minutes this week just for this work. Block it in your calendar.

My Week 1 commitment (in my own words):

Week 2 (Days 8-14): Build Your Offer

Focus: Create the actual thing. Whether it's a printable, a booking link, or a workshop outline — make it real this week.

- ☐ Create or draft the core content of your offer
- ☐ Set up a simple way for people to pay you (e-transfer, PayPal, Stripe, or a booking platform)
- ☐ Write your offer description using the language from Exercise 2C

- ☐ Share what you're building on social media — even once, even small
- ☐ Ask 2-3 people in your network if they'd be interested in what you're creating

My Week 2 commitment (in my own words):

Week 3 (Days 15-21): Make Your First Offer

Focus: Stop preparing and start offering. This week, you tell real people about your offer.

- ☐ Identify 3-5 specific people who would genuinely benefit from your offer
- ☐ Reach out to each of them personally — message, email, or conversation
- ☐ Post publicly about your offer at least once (social media, newsletter, community group)
- ☐ Refine your offer description based on any feedback you receive
- ☐ Book or sell your first session / deliver your first resource

My Week 3 commitment (in my own words):

Week 4 (Days 22-30): Reflect and Build Momentum

Focus: You've launched. Now you look at what worked, what didn't, and what's next.

- ☐ Complete or deliver your first offer
- ☐ Ask your first client / customer for a testimonial or a piece of feedback
- ☐ Write down 3 things that went well and 1 thing you'd do differently
- ☐ Decide: do I refine this offer, or build a new one?

☐ Book time in your calendar for Month 2 planning

My Week 4 commitment (in my own words):

Your First Milestone: The Receipt

Your first milestone is not a certain number of followers, a website, or a business name.

Your first milestone is a receipt. One person paying you for something you already know.

When that happens — screenshot it. Save it. Frame it if you want. Because that moment is proof of everything this workbook has been building toward.

When I receive my first payment, I will celebrate by:

You're not just anything.

You're solving problems people would gladly pay to have solved.

Stay connected:

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