

YOUR KNOWLEDGE BUSINESS • FREE STARTER GUIDE

Start With What You Know

A practical first step from lived experience to a useful book or knowledge product.

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Excell Publishing

One reader. One useful task. One first-product plan.

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A useful beginning—not another unfinished project

This guide helps you make one decision: what worthwhile resource could you create from knowledge you already possess? By the end, you should have a one-page plan identifying its reader, the task it supports, your source material and the next test.

You do not need to buy software, publish an Amazon listing or purchase a course to complete these pages. A notebook is sufficient. The worksheet pages can also be printed or completed in the editable edition.

Read the short sections, pause for the exercises and keep your answers specific. You are choosing a first product, not committing yourself to a publishing empire. An honest decision to gather more evidence is progress.

The free guide covers selection and planning. The existing US\$10 AI Knowledge Business package covers a fuller production-and-testing process. It is optional; essential steps in this guide are not hidden behind a purchase.

Examples marked illustrative are invented to explain a decision. References to JustLearn describe its catalogue and published offer, not verified earnings or customer outcomes.

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I did not begin with an empty life

My working life has crossed accounting, education, technology, professional services and farming. The subjects changed, but one thing kept returning: people needed practical explanations that helped them do something.

There were notes, photographs, teaching materials, business records and things I had explained many times. There were also mistakes. Some of the most useful lessons came from recognising what I would do differently the next time.

Through JustLearn and Excell Publishing, I am organising parts of that experience into books, workbooks and other useful material. Technology helps with the work. It does not create the experience that gives the work its substance.

That is the starting point I invite you to consider. You may have spent years running a shop, growing food, teaching, supervising a team or helping a community organisation. Which part could you explain clearly enough to save someone else confusion?

Do not mistake a long career for a finished manuscript. Your experience must still be selected, checked and organised around a reader. Equally, do not dismiss knowledge merely because it has become ordinary to you.

Start with what you know. Then do the work of making it useful to somebody else.

— Anthony Omokhodion

Choose a task, not your entire life story

“Everything I know about farming” is a subject area. “A weekly observation sheet for a new container grower” is a possible first resource. One asks you to organise a lifetime; the other asks you to help a particular person complete a manageable task.

The reader should be able to name a before and after. Before: their notes are scattered and they cannot tell when they planted something. After: they can find a dated record and know what to observe next. That change is modest, concrete and testable.

This does not mean that memoir, philosophy or broader books lack value. It means that a first practical product is easier to test when you can see what using it is supposed to produce.

Complete this sentence: “I help [a particular reader] complete [a specific task] by giving them [a usable resource].” Leave out income promises, fashionable technology and words such as ultimate or revolutionary.

Then add a boundary: “This resource does not cover ____.” A record-keeping guide should not quietly become a diagnostic manual. A grant-planning workbook should not promise that a funder will award money.

My reader and task

What my first product will not cover

Find the material you already possess

Look for repeated work before you look for a clever title. Useful starting material may include a procedure you follow, a question you answer repeatedly, a calculation you explain, a lesson you teach or a decision you have learned to document.

Collect a small, relevant selection. Ten well-described photographs can be more useful than a folder containing two thousand unexplained images. Keep dates, context and the original file location beside the items you select.

Separate material you created from material somebody else owns. A downloaded diagram is not automatically yours to publish. Client documents and personal messages may contain information that should not appear in a book. For the first draft, work with your own non-confidential material.

Also record gaps. Perhaps you remember a result but cannot find the measurement. Perhaps a rule has changed. Perhaps your instructions work for an experienced person but omit a step a beginner needs. A gap is an action item, not an invitation to invent.

Use the next page to list three possible sources. You are building a small evidence file, not completing an archive.

Worksheet 1 • Your experience inventory

Choose three things you can explain from direct experience. For each, record what you can show and what remains uncertain. Do not include confidential records or other people’s personal details.

Example A • Task I can explain

Evidence I hold; original file or record; who it might help; what needs checking.

Example B • Task I can explain

Evidence I hold; original file or record; who it might help; what needs checking.

Example C • Task I can explain

Evidence I hold; original file or record; who it might help; what needs checking.

Choose the subject you can serve responsibly

Compare your three possibilities using four questions. Do I understand this task? Do I have usable material? Can I reach people who need help with it? Can I explain it within a scope I can finish?

Do not manufacture numerical precision. Giving an idea a score of 87 does not prove that a market exists. A plain note—strong experience, weak evidence of demand, easy to prototype—can be more honest and useful.

Start with the combination that permits a small real test. A technically impressive subject may require expert review you cannot yet obtain. A familiar task with accessible readers may be the better first experiment.

Include the cost of being wrong. Material affecting health, safety, legal rights or financial decisions needs appropriate expertise and careful current checking. A starter product need not enter those areas. Narrowing the task can preserve usefulness without claiming authority you do not possess.

You are not choosing your only future subject. You are choosing the next piece of work to finish and test.

My selected subject and why it comes first

The most important uncertainty to resolve

Listen for the reader's actual difficulty

"Small-business owners" is a category, not yet a reader. "A new shop owner who loses track of customer orders between messages and paper notes" gives you a task, a context and a likely format for help.

Speak to relevant people without turning every conversation into a sales pitch. Ask what they are trying to do, which step causes trouble, what they currently use and what a useful result would look like.

Record the substance of the answer. "I need to find yesterday's orders quickly" tells you more than "I want to be more productive." Ask permission before quoting someone publicly. An anonymised summary is usually enough for your planning.

Do not treat praise as payment or count several comments from one person as several customers. Interest can justify another test. It cannot guarantee a viable product.

A practical question is: "Could you show me how you currently do this?" Observing the task can reveal missing steps that a broad opinion question misses. Keep any demonstration voluntary and avoid collecting sensitive information.

Worksheet 2 • Reader, difficulty, outcome

Describe one reader closely enough that you could recognise whether a particular person belongs to the intended audience. Focus on their task rather than demographic guesses.

The reader and their setting

What are they trying to do? What do they already know or have?

The difficulty in their own terms

What did a real person say or demonstrate? Mark assumptions clearly.

The useful outcome

What could they produce or complete after using your resource?

The smallest test

Who could try one page or one worked example? How will you ask?

Keep evidence separate from illustration

Use four labels in your working notes: observed, documented design, illustration and untested idea. They help you write accurately without making every paragraph defensive.

Observed means you have a record of what happened, in a particular context. Documented design means you have a plan, lesson sequence or prototype. It shows preparation, not necessarily successful use. An illustration is invented to explain a point. An untested idea needs investigation.

A photograph may establish that an object or activity was present. It does not, by itself, prove a yield, a profit or a learning outcome. A published book establishes publication; sales and customer results require separate records.

Put the source beside the claim while drafting. Later, publish only what the reader needs, with appropriate attribution and permissions. You should not need to expose an entire private folder to make your point.

When evidence is weak, change the claim. “This is the observation sheet I am testing” is stronger than an unsupported “This system doubles productivity.” The first tells the reader exactly what you know.

A claim I can support

Source and limits:

A claim I should remove or qualify

Let AI assist the work—not invent the authority

Give AI a defined task using material you are entitled to share. Useful jobs include grouping anonymised questions, proposing an outline, checking whether a step is missing and suggesting clearer alternatives for an explanation.

A workable brief might be: “Using only these notes, propose five sections that help a new grower complete a weekly observation record. Preserve uncertainties. Do not invent results, quotations or sources. List any missing information before drafting.”

Review the answer against the source material. A fluent paragraph can still contain a false statement. Check specialist claims with appropriate authoritative material and record the check. Keep your own examples and voice where they help the reader.

Use a contribution log: what you supplied, what AI produced, what you changed and what you checked. This is useful editorial discipline and helps you describe the production process accurately.

For an Amazon submission, check the current AI disclosure requirements. KDP distinguishes AI-generated content from AI-assisted editing; human ideas alone do not make AI-written prose merely assisted. See the official source on the final page. [A]

One bounded job for AI or a human assistant

Input; output; checking rule:

Worked example • From broad idea to usable tool

ILLUSTRATIVE EXAMPLE — NOT A CUSTOMER CASE STUDY

A grower has dozens of photographs and remembers explaining the same problem several times: people forget planting dates and cannot compare one week with the next. The first idea is a large book about successful gardening.

The scope is reduced. The first resource will be a weekly observation log with a completed example. Its reader is a beginner managing a few containers. Its purpose is to help that person record dates, visible changes and one action to review.

The prototype contains a short explanation, a filled-in page and a blank page. A relevant reader is asked to use it for one container without extra coaching. The test asks whether the headings are clear and whether the person knows what to enter.

A successful test would support a claim that this reader could complete the log in the tested setting. It would not prove bigger harvests, fewer plant diseases or a profitable publishing business.

The larger lesson is selection. The grower did not need to say everything. They needed to make one recurring difficulty easier to handle.

Apply the same narrowing to your subject

From a broad topic to one reusable resource:

Our example • The work exists before the campaign

JustLearn's catalogue provides a practical example of how different pieces can sit together. It presents free articles, paid digital publications and links to separate learning on Sharper Minds Academy. The existing US\$10 AI Knowledge Business package combines a short book, a workbook and a self-paced course. [D]

This guide is a new starting point, not a replacement for that paid package. The distinction is scope: here you choose and plan one useful first product; the existing package takes you through more of the production, testing and review process.

The Farm Is the University illustrates a different subject: learning through observation, experiments and records. Its inclusion in the catalogue demonstrates an organised publication. It does not, by itself, establish customer demand or effectiveness.

That distinction matters when you describe your own work. An honest case study can show the original material, the decisions, the finished resource and the limits of the evidence. Actual commercial results should be added only when supported by records.

Keep creation, publication, successful delivery and commercial validation as separate milestones. You may have completed one and still be working on the others.

Choose the first format for the task

A book helps when a reader needs an explanation or connected argument. A workbook helps when they must make decisions and produce answers. A checklist helps when remembering the sequence is the problem. A short demonstration helps when the movement or process is hard to describe.

Choose the format that serves the task with the fewest unnecessary demands. A reader with limited connectivity may value a downloadable PDF more than a long video. A practical skill may need images, supervised practice or review that a PDF alone cannot provide.

Do not promise every format at launch. Each needs preparation, quality checking, delivery and support. A podcast summary is not automatically an audiobook. A video discussion is not automatically a complete course.

You can extend a verified core publication later: a selected passage might become an article, an audio discussion or a teaching exercise. Adapt it for that audience and format rather than merely copying the same words everywhere.

For the first product, write what is included and what is not. Buyers should not have to guess whether they receive a printed book, a PDF, live teaching or access to a separate platform.

First format and reason

Not included in the first edition

Build one complete sample before the whole book

A useful sample has three parts: a brief explanation, a worked example and a task the reader can complete. It should solve something small in full rather than stop just before the essential instruction.

For a record-keeping product, explain the fields, show a completed record and provide a blank one. For a planning guide, explain one decision, show how a clearly labelled example approaches it and invite the reader to make their own decision.

Check every dependency. Does the reader need software, specialist equipment, prior knowledge or another document? Name it. Do not require a paid service that the offer never mentioned.

Give the sample a date and version. Keep the original source separately from experimental edits. Record feedback against the version tested so that you know which wording caused difficulty.

Only expand when you understand what the sample teaches you. More pages are not the same as more help.

The explanation my sample must provide

The worked example and reader task

Test with a reader who has not watched you build it

Ask a relevant person to attempt the sample without you explaining every step. Tell them you are testing the instructions, not examining their ability. Their hesitation is information about the resource.

Observe where they begin, what they skip, which words confuse them and whether they produce the intended output. Ask them to explain what they think a key instruction means. Do not lead them towards the answer you hoped to hear.

Record the setting and limitations. One reader can reveal a serious problem, but one successful attempt does not establish that everyone will succeed. Do not present a friendly review as an independent endorsement.

Sort findings into essential repairs, useful refinements and unrelated requests. A broken link is essential. An unclear example may need revision. A request for a second subject need not enlarge the first product.

After changing an instruction, retest the difficult step. The point is to learn whether the correction helped, not simply to collect encouraging comments.

Observed difficulty

Which version and which step?

Change and retest

What will count as a clearer result?

Worksheet 3 • Your one-page first-product plan

Bring your decisions together. A sentence or two in each box is enough. Leave an uncertainty visible rather than fill the space with confident language.

Reader and task

I help ... complete ...

Useful output and format

They will leave with ... Included / not included ...

Sources and checks

My strongest material ... The gap to resolve ...

Prototype and test

The sample ... A relevant reader ... What I will observe ...

Next action and review date

I will ... by ... Then I will continue, revise or pause because ...

Readiness is a decision—not a decoration

Before you ask somebody to pay, check the product against its promise. Mark each item ready, needs work or not applicable. A serious gap should become a task before launch, not a footnote after it.

Content

One defined reader and task; complete instructions; checked factual claims; labelled illustrations; permissions and privacy reviewed.

Usability

Legible on the intended device; working links; clear examples; a reader has attempted the task; important corrections retested.

Offer and access

Accurate contents; currency and total explained; delivery route tested; support route defined; no hidden required purchase.

Operating record

Approved master saved; edition identified; costs and receipts recorded separately; tests excluded from sales; review date set.

Amazon is one route—not the entire business

An Amazon edition can be one way to make your work available. Your own site can explain the wider project and present related resources. Decide which edition belongs on which channel before submitting it.

Check KDP Select carefully. Enrolling a Kindle eBook introduces digital exclusivity requirements; that may conflict with selling the same digital book directly. Do not enrol automatically when your plan depends on non-exclusive digital distribution. [B]

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Prepare matching title, author and edition information. Check the current content rules, rights, pricing and print specifications before submission. Use identifiers only when they genuinely belong to the correct edition; a placeholder ISBN should never be submitted.

A prepared manuscript is not an approved listing. An approved listing is not proof of sales. The platform controls review, availability and its terms. Record the actual milestone you have reached.

Make delivery part of the product

Write the journey from the buyer's point of view. They see the offer, understand the contents and total, complete payment where applicable, receive a confirmation, obtain the resource and find help when something fails.

Test that journey using a provider-supported method. Check the actual downloaded file, not only the success message. A payment confirmation with no accessible product is not a completed delivery.

For a free guide, an immediate working download or a usable read-online version is better than a decorative form with no reliable delivery behind it. Request only the details needed for the stated purpose.

Separate a requested delivery email from optional marketing updates. Do not assume that asking for a guide authorises every future campaign. Use appropriate permission and an accessible unsubscribe process; check the relevant guidance for your audience. [E]

When enrolment is manual, say so and set a response time you can meet. Automation can come later. Describe the process that exists today, not the one you hope to install.

My delivery route

Where the reader gets the file, and how they get help:

A price is not a profit statement

A US\$10 product is an offer, not an earnings claim. Gross receipts must be distinguished from refunds, payment costs, production costs, support time and any applicable taxes. Do not call all cash received profit.

Use a small planning budget before buying services. Record expected cash costs separately from your own time. Decide how much you can afford to spend on the first test without relying on sales that have not happened.

Measure the question you are testing. Relevant visits, paid orders and completed reader tasks are different measures. A download count does not tell you whether the guide was used. A test order is not a customer sale.

When a measure is unavailable, write “not measured”. Zero means you observed none; unknown means you lack the record. Preserving that distinction makes the next decision more reliable.

You do not need an elaborate dashboard to begin. A dated record of the offer, the test, the result and the next decision is enough to avoid confusing activity with evidence.

My first-test limits

Cash budget; time budget; what I will measure; review date:

Seven decisions for your next working sessions

Use these as a sequence, not a seven-day earnings promise. Some decisions need more time than others.

1. Choose one task you understand well enough to explain responsibly. Write its boundary.
2. Select a small set of source material. Identify permissions, missing context and claims needing review.
3. Speak to relevant readers. Preserve their actual difficulty rather than replacing it with a broad slogan.
4. Finish the one-page plan. Name the output and decide the first format.
5. Produce one complete sample with an explanation, example and reader task.
6. Ask a reader to attempt it. Correct important problems and retest the difficult step.
7. Decide whether to expand, revise, gather evidence or pause. Record the reason and the next action.

There is no shame in discovering that an idea is too broad or poorly supported. A small test exists to help you find that out before investing in a much larger promise.

Your next step remains your choice

You can use this guide independently. Complete your plan, make the sample and arrange a reader test. No further purchase is required.

For a fuller self-directed process, the existing US\$10 AI Knowledge Business package includes the book PDF, workbook PDF and editable Word workbook, plus the five-day self-paced Sharper Minds Academy course with seven text lessons. The published offer uses Selar for payment and immediate file delivery. Course enrolment is manual within 12 hours; check the live offer before purchase. [D]

For implementation, ILBSUK's Your Knowledge Business service starts from US\$7,500 for an agreed platform build using prepared, approved material. Original book writing, extensive translation, full learning systems, bespoke automation and Amazon submission work are not silently included. The quotation defines the scope.

The seven-day implementation window begins only after readiness and an agreed delivery slot. It is not a guarantee of platform approval, customers, sales or profit.

The guide helps you decide. The paid resource helps you work through more of the method. A separately agreed service builds the defined system. These are different purchases, not hidden conditions of one another.

Read the current offers

JustLearn: <https://justlearn.online/10-library/#ai-package>

Implementation: <https://ilbsuk.com/knowledge-business-launch/>

Keep the work—and the evidence

Your first asset is not the sales page. It is a useful piece of work that somebody can understand and use. Keep its sources, corrections and test record. They will help you improve the next edition and explain the work honestly.

Share the official free guide page: <https://justlearn.online/start-with-what-you-know/>

Questions about the guide: hello@justlearn.online. Implementation enquiries: consult@ilbsuk.com. Scoping meetings, where agreed, are by video; no telephone consultation is required.

Sources checked 30 September 2026. Platform and marketing requirements can change; check the current official guidance before acting.

[A] Amazon KDP, Content Guidelines: https://kdp.amazon.com/en_US/help/topic/G200672390

[B] Amazon KDP, KDP Select: https://kdp.amazon.com/en_US/help/topic/GD9PMU58BV24QFZ7

[C] Amazon KDP, Digital Book Pricing: https://kdp.amazon.com/en_US/help/topic/G200634500

[D] JustLearn, \$10 Library and current package description: <https://justlearn.online/10-library/>

[E] Information Commissioner's Office, Electronic mail marketing: <https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/guide-to-pecr/electronic-and-telephone-marketing/electronic-mail-marketing/>

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