FREE 14-DAY MICRO-ACTION CAMPAIGN

Soft Exit

Redesign work, income, and life — one responsible action at a time.

Created by Sue Lin, former Fortune 100 Corporate Executive

SOFT EXIT MOVEMENT · SECOND ACT

"You are not starting from zero." You are starting with experience. This is your private, offline copy of the 14-Day Guided Action Workbook — print it, or fill it in on your device. **This is a free self-assessment** — the diagnostic that comes before the paid Soft Exit 30-Day Reset Guided Cohort, if and when you want structured, guided implementation.

Your 14-day outcome

Complete one focused 10–15-minute action each day and finish with 14 small pieces of evidence about how you want to work, earn, and live — without pressure to quit your job or make a dramatic decision.

How to use this workbook

1. **Watch that day's micro-action reel first** — it walks you through the key idea before you open the worksheet.
2. Complete only that day's 10–15-minute action.
3. After completing the action, scroll to **My 14-Day Evidence Tracker** at the end of this workbook. Record your output, what you learned, and your next step.
4. Use Sue's example as a reference — not an answer to copy.
5. If you miss a day, continue from where you are. Progress matters more than catching up.

The journey ahead

Your 14-Day Roadmap

Each day builds on the last. You don't need to know where you'll land on Day 14 — you only need to complete Day 1.

Day	Focus	Your output
1	**The Golden Handcuffs Illusion**	One priority area and seven-day action
2	**The 5-More-Years Math**	Date, condition, and asset
3	**Build an Evidence Ladder**	One low-risk evidence step
4	**The 15-Minute Opportunity Scan**	One testable idea
5	**Turn Insight Into Movement**	One protected action block
6	**The Real Cost of Staying**	One controllable next move
7	**Create a Micro-Test**	One invitation draft
8	**Build Your Support Circle**	Three-person support map
9	**Check Your Fit for Structured Support**	Fit or not-now decision
10	**Prioritize the Outcome You Need**	Top two desired outcomes
11	**Create a 12-Month Backcast**	First 30-day milestone
12	**Complete a Constraint & Fit Audit**	Yes, later, or another path
13	**Write Your Operating Agreement**	Minimum operating agreement
14	**Your Decision Page**	Decision and first scheduled action

Day 1 · 10–15 minutes

01

The Golden Handcuffs Illusion

“You’ve survived every year so far — trust what you’ve built.”

Identify where your life is overdependent on one job.

Today’s action

Score six areas from 0–3: 0 = independent, 1 = stable, 2 = concentrated, 3 = fully coupled.

0 — Independent: I have clear alternatives outside this job.
1 — Stable: I depend on the job, but I have usable options.
2 — Concentrated: Losing the job would seriously disrupt this area.
3 — Fully coupled: This area depends almost entirely on the job.

Area	Question	Score 0–3
Income	Does nearly all household cash flow come from one employer?	
Identity	Can I introduce myself without leading with my company or title?	
Time	Can I protect recurring time for health, relationships, learning, or experiments?	
Network	Do people outside my company know what I am good at and care about?	
Portable value	Can I name useful problems I solve without confidential information?	
Life design	Can I describe an ordinary week I would want beyond work?	

What your total score means

0–6 **Independent Zone**
You already have real alternatives outside this job. Use the next 13 days to document and strengthen what you already know, rather than searching for an exit.

7–12 **Stable but Exposed**
Real flexibility exists alongside real concentration. A handful of strategic moves — like the ones in this workbook — would meaningfully expand your options.

13–18 **Golden Handcuffs Zone**
Most of your income, identity, or options are tied to this one job. The daily actions ahead matter most for you — start with whichever area scored highest.

Your worksheet

My total score: ____ / 18

My highest area:

My seven-day action:

☐ **Mark Day 1 complete**

Complete when: One priority area and one action — not a complete exit plan.

Sue’s worked example

- **Starting point:** After roughly 30 years in technology leadership, I scored each area instead of assuming that a senior title meant I was fully secure.
- **Highest concentration:** Income scored 2/3 because about 80% came from one employer. Identity, network, and portable value were lower because I had mentoring relationships and expertise beyond my title.
- **Seven-day action:** Confirm my essential monthly spending range, define one coaching result I could deliver without employer information, and invite one professional to a 60-minute pilot.
- **Proof:** A documented spending range, one-sentence coaching outcome, and sent invitation.

Day 2 · 10–15 minutes

02

The 5-More-Years Math

"Someday isn't a date. Let's pick a real one."

Turn "five more years" into a measurable strategy.

Today's action

Define what your waiting period is buying you.

Your worksheet

The date when I want more choice:

One financial or life condition that must be true:

One asset I will build while waiting:

This waiting period is buying me:

☐ **Mark Day 2 complete**

Complete when: A three-line readiness plan.

Sue's worked example

- **Decision date:** The end of my current 90-day cycle — not an undefined "someday."
- **Condition:** Understand my essential monthly spending range and test whether one additional income option has real demand.
- **Asset to build:** A repeatable 60-minute Second Act clarity session, supported by weekly content, five audience conversations, and written pilot feedback.
- **My sentence:** This 90-day waiting period is buying me financial clarity and evidence about whether coaching is worth developing.

Day 3 · 10–15 minutes

03

Build an Evidence Ladder

“One small proof beats a thousand what-ifs.”

Replace either/or thinking with evidence.

Today’s action

Write one possible step at each evidence level, then choose the lowest-risk step you can complete this week.

Evidence level	My step	What I need to learn
Conversation	Talk with someone already doing the work	
Simulation	Try a small version for an hour or afternoon	
Market evidence	Invite one person to a free or paid test	

Your worksheet

My lowest-risk step:

I will complete it by:

The evidence I am looking for:

☐ **Mark Day 3 complete**

Complete when: One scheduled evidence step.

Sue’s worked example

- **Conversation:** Interview one experienced professional and ask what feels hardest about life after a demanding corporate role.
- **Simulation:** Spend 60 minutes guiding them from a long list of concerns to one priority and one seven-day action.
- **Market evidence:** Invite one person to complete the pilot, then ask what became clearer, what felt generic, and whether they would recommend or pay for a deeper version.
- **Step selected:** Schedule the conversation first because it can produce useful evidence within seven days.

Day 4 · 10–15 minutes

The 15-Minute Opportunity Scan

04

“Your years of noticing things — that’s the idea.”

Find one useful idea worth testing.

Today’s action

List three recurring problems, circle where your experience saves time, money, or mistakes, then name the smallest useful format.

Problem people ask me to solve	Value I create	Smallest testable format

Your worksheet

The idea I will test:

Why it is useful:

Why it is easy to test:

☐ **Mark Day 4 complete**

Complete when: One useful, testable idea — not a business plan.

Sue’s worked example

- **Recurring requests:** Turn complexity into a roadmap; communicate decisions to senior stakeholders; think through a career transition.
- **Problem selected:** Career transition, because it matched my strengths and questions my audience was already asking.
- **Smallest format:** A 60-minute clarity session ending with one priority, one decision criterion, and one seven-day action.
- **Boundary:** Test the session before building a course, website, or full offer.

Day 5 · 10–15 minutes

05

Turn Insight Into Movement

“Insight without a date is just a nice thought.”

Move from watching to doing.

Today’s action

Choose one result from Days 1–4 and schedule it.

Your worksheet

The insight I am turning into action:

Date and time:

Duration:

It is complete when:

- [ ] **Mark Day 5 complete**

Complete when: One protected calendar block with a definition of done.

Sue’s worked example

- **Calendar commitment:** Tuesday, 9:00–9:45 a.m. — write the outcome and invitation for one Second Act pilot.
- **First 20 minutes:** Draft the result: leave with one transition priority and one responsible seven-day experiment.
- **Next 15 minutes:** Write a short invitation to one person.
- **Final 10 minutes:** Send it and record the date.
- **Proof:** The outcome statement and sent message existed; a brand, curriculum, and pricing were not required.

Day 6 · 10–15 minutes

06

The Real Cost of Staying

“Waiting has a price too. Let’s name it honestly.”

Measure the cost of no change.

Today’s action

Separate observable cost from emotional fear.

Your worksheet

If nothing changes for 12 months, the cost will be:

The part I can control is:

The smallest move this week is:

Evidence I completed it will be:

☐ **Mark Day 6 complete**

Complete when: One observable cost and one controllable response.

Sue’s worked example

- **Observable cost:** Remain dependent on one historical income model while collecting ideas without testing whether my experience creates value in a new format.
- **Outside my control:** Market demand, timing, and whether coaching becomes a meaningful business.
- **Inside my control:** Define one outcome, invite one person, deliver one pilot, and document feedback.
- **Smallest move:** Send one invitation by a specific date.
- **Proof:** The sent message — not a feeling of being less stuck.

Day 7 · 10–15 minutes

07

Create a Micro-Test

"Small and real beats big and imaginary."

Design a small first proof.

Today's action

A Soft Exit begins with a small proof — not a resignation, website, or full business launch.

Your worksheet

One person or audience:

One problem:

One useful result:

Test format:

One question this test must answer:

Invitation draft:

- [ ] **Mark Day 7 complete**

Complete when: One invitation ready to send.

Sue's worked example

- **Audience:** Women in mid-to-late career who have achieved professional success but are asking what comes next.
- **Problem:** They are considering consulting, advising, creating, resting, or returning to another role — but lack a decision framework.
- **Useful result:** One priority, two decision criteria, and one seven-day experiment.
- **Format:** A free 60-minute pilot conversation.
- **Question:** Does this create enough clarity and movement that someone would want a structured 30-day process?

Day 8 · 10–15 minutes

08

Build Your Support Circle

“You don’t have to carry this alone.”

Build support without inviting reckless advice.

Today’s action

Choose three roles and write one specific request for each.

Role	Person	My specific request
Truth teller — challenges assumptions		
Possibility peer — building a transition too		
Qualified expert — financial, legal, health, or market guidance		

Your worksheet

Truth teller and request:

Possibility peer and request:

Qualified expert and request:

I contacted at least one person on:

☐ **Mark Day 8 complete**

Complete when: A three-person support map and one outreach message.

Sue’s worked example

- **Truth teller:** A former executive peer. Request: tell me what I can remove and still learn something useful.
- **Possibility peer:** Another experienced woman building a new chapter. Request: a 20-minute weekly evidence check-in.
- **Qualified expert:** A financial or tax professional. Request: review assumptions affecting timing, cash flow, and risk.
- **First move:** Contact the truth teller and schedule the peer check-in before the week ends.

Day 9 · 10–15 minutes

09

Check Your Fit for Structured Support

“Wanting help isn’t the same as needing rescue.”

Assess whether structured support fits.

Today’s action

Rate each need from 1–5 and explain why it matters now.

1 — Already comfortable: I don't need help with this right now.
2 — Minor gap: A little clarity would help, but it's not urgent.
3 — Moderate need: This matters, but other things matter more.
4 — Real need: This is a genuine gap I should address soon.
5 — Highest priority: This is what's most holding me back right now.

Need	Score 1–5	Why it matters now
Identity and career-capital clarity		
Financial architecture		
Realistic life design		
Expertise-to-offer market testing		
Structure and accountability		

Your worksheet

My highest need:

Structured support appears to fit:

Information I still need:

☐ **Mark Day 9 complete**

Complete when: A fit assessment — not a pressured enrollment decision.

Sue’s worked example

- **Identity clarity — 2/5:** I could already describe myself beyond a corporate title.
- **Financial architecture — 5/5:** I needed a grounded view of spending, timing, and income concentration.
- **Realistic life design — 3/5:** I had a rough picture of my ideal week, but hadn't stress-tested it against real finances yet.
- **Offer testing — 5/5:** My coaching concept had not been validated with real participants.
- **Structure — 4/5:** I knew I could over-plan without deadlines.
- **Conclusion:** Potential fit, pending dates, weekly time, price, refund terms, feedback level, and exact deliverables.

Day 10 · 10–15 minutes

10

Prioritize the Outcome You Need

"Pick the one thing that unlocks the rest."

Select the concrete outcome you need most.

Today's action

Rank five possible outcomes from 1–5, with 1 as most important.

Possible outcome	My rank	Why I need it
Identity and Career Capital Map		
Personal Freedom Number and Cash-Flow Map		
Ideal Week and Scenario Decision Matrix		
Expertise-to-Offer Map and MVP Test		
90-Day Second Act Operating Plan		

Your worksheet

My top outcome:

My second outcome:

The decision these outputs support:

☐ **Mark Day 10 complete**

Complete when: Two prioritized outcomes and one decision they support.

Sue's worked example

- **1st — Personal Freedom Number & Cash-Flow Map:** Ground decisions in real spending requirements rather than fear.
- **2nd — Expertise-to-Offer Map & MVP Test:** Translate 30 years of strategy and operations into a result someone outside my former employers would value.
- **3rd — 90-Day Second Act Operating Plan:** Useful once I know the first two are real — not before.
- **4th — Identity and Career Capital Map:** Helpful, but I already have language for this from Day 1.
- **5th — Ideal Week and Scenario Decision Matrix:** Nice to have, but not what's blocking my decision right now.
- **Decision:** Do I have enough financial room and market evidence to spend 90 days developing coaching, or should I test a different income option?

Day 11 · 10–15 minutes

11

Create a 12-Month Backcast

“The future gets nearer when you name the steps.”

Turn waiting into preparation.

Today’s action

Describe one observable result 12 months from now, then work backward.

Your worksheet

Month 12 result:

Month 6 evidence:

Month 3 milestone:

First 30-day move:

Action in the next 48 hours:

- [ ] **Mark Day 11 complete**

Complete when: A first 30-day milestone connected to a future result.

Sue’s worked example

- **Month 12:** One validated coaching offer with a clear audience, repeatable outcome, delivery process, and evidence of willingness to pay.
- **Month 6:** Ten pilot or paid conversations, recurring themes documented, and a consistent session format.
- **Month 3:** One defined offer, five real-user conversations, three pilots, and a written keep/change/stop decision.
- **First 30 days:** Define the outcome, recruit one participant, deliver, and collect feedback.
- **Next 48 hours:** Send the first invitation and reserve a delivery slot.

Day 12 · 10–15 minutes

12

Complete a Constraint & Fit Audit

“An honest ‘not yet’ is still a decision.”

Make an honest participation decision.

Today’s action
Audit time, money, energy, support, and readiness to test — not just consume.

Constraint	My reality	Adjustment I can make
Time		
Money		
Energy		
Support		
Readiness to test, not just consume		

Your worksheet

My honest decision: yes / later / a different path

My reason:

If later, the condition and review date are:

☐ **Mark Day 12 complete**
Complete when: A decision with reasons and no pressure.

Sue’s worked example

- **Time:** Two 45-minute work blocks plus one 30-minute review each week; recordings if live sessions conflict.
- **Money:** Price must fit a pre-decided learning and testing budget without changing essential plans.
- **Energy:** Schedule workbook decisions before noon.
- **Support:** One peer can hold a weekly evidence check-in.
- **Readiness:** Willing to contact real people and test an imperfect offer.
- **Decision:** Yes, if the schedule and deliverables match these constraints.

Day 13 · 10–15 minutes

13

Write Your Operating Agreement

“Discipline is kinder than intensity.”

Define how you will participate successfully.

Today’s action

A workable operating agreement matters more than perfect participation.

Your worksheet

My protected weekly blocks are:

My minimum weekly output is:

If I miss a day, I will:

My accountability person is:

I will not compare my timeline with:

☐ **Mark Day 13 complete**

Complete when: A realistic rhythm you can maintain during a busy week.

Sue’s worked example

- **Protected blocks:** Tuesday and Thursday, 9:00–9:45 a.m., plus a 20-minute Friday review.
- **Minimum standard:** One completed decision tool, one real-world action, and one sentence explaining what the evidence changed.
- **If I miss:** Reschedule once within 48 hours; do not double the following week or abandon the plan.
- **Accountability:** Friday message — what I completed, what I learned, and what I will do next.
- **Boundary:** Do not compare my pace with full-time creators or coaches who have been building for years.

Day 14 · 10–15 minutes

14

Your Decision Page

“You were never starting from zero.”

Decide from fit, not pressure.

Today’s action

Review your evidence, desired outcomes, constraints, and available support.

Your worksheet

The outcome I need most:

Evidence I created:

My current constraints:

My available support:

My decision:

My reason:

My first action and date:

☐ **Mark Day 14 complete**

Complete when: One clear decision and one scheduled next action.

Sue’s worked example

- **Outcome:** Evidence that my operating experience could help another woman move from an overwhelming transition question to one responsible next step.
- **Evidence created:** Dependency score, 90-day condition, evidence ladder, session concept, support map, and protected time.
- **Constraints:** Limited weekly capacity and separating financial decisions from early enthusiasm.
- **Decision:** Run a 30-day self-pilot: recruit three participants, deliver the same 60-minute outcome, collect feedback, and review on Day 30.
- **First action:** Send one invitation the next morning.
- **Continue only if:** Participants report a specific useful result and I can deliver it consistently.

Campaign record

My 14-Day Evidence Tracker

Complete one row every day, immediately after the worksheet. Imperfect evidence is more useful than an untested idea.

Day	Output completed	What I learned	Next step
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			

Close the loop

End-of-Campaign Reflection

Use your evidence — not pressure — to choose your next responsible move.

1. Which dependency or constraint became clearer?

2. Which action created the strongest evidence?

3. What surprised me about my existing skills, relationships, or options?

4. What am I ready to test for the next 30 days?

5. What support do I need?

6. My next review date:

Definition of success

You do not need to know your entire Second Act. Success means leaving these 14 days with more clarity, one or more pieces of real evidence, and a responsible next move. You are not behind, and you are not starting from zero.

Ready to turn your evidence into a complete Second Act roadmap?

Enrollment is now open for the **Soft Exit 30-Day Reset — Guided Cohort**, a **paid**, structured 30-day implementation program. This is not a quit-your-job challenge, and it's not part of the free self-assessment you just completed — it's the next step, for those who want it, designed to turn the insights from this workbook into:

- an Identity and Career Capital Map
- a Personal Freedom Number and Cash-Flow Map
- a realistic Ideal Week and Scenario Decision Matrix
- an Expertise-to-Offer Map with a responsible market test
- a 90-Day Second Act Operating Plan

Visit the Soft Exit workbook site and submit the short enrollment form to join the cohort and receive launch dates, pricing, and next steps.

Safety Boundaries

- Do not quit, invest, or make a major financial decision based on this workbook alone.
- Do not use employer-confidential information, customer lists, code, or intellectual property.
- Review employment and conflict-of-interest requirements before testing paid work.
- Use qualified financial, tax, legal, health, or insurance professionals when appropriate.
- Financial examples are educational and intentionally omit Sue's private numbers.