The Makers Forge

From Idea to a Confident Ask

Here’s your invitation

You already have an idea: perhaps it’s something you want, a problem to solve or a contribution to make.
It is not yet in a form that another person can respond to or help make possible.

You cannot make the ask until you’ve planted your flag where other people can see it.

The Makers Forge gives you 28 days to do that, with clarity and no nonsense.

The Forge is for business owners and creators who haven’t yet started, completed or got what they want.

Here’s what I’m going to help you do:

- Get real about where you are, and take full ownership
- Get moving: have conviction for what you want and plant your flag
- Make your ask: ask for what you want to have so that what you want happens.

The goal is simple:
Back yourself and go for what you really want,
Move from idea to a confident ask.

The Plan

Over one preparation week and a 28-Day Making Sprint, we’ll work through three beats: Get Real, Get Moving, Make Your Ask. You work across all of them throughout the 28 days, not one at a time.

Get Real

Most people stay in a tension that keeps returning: more meaningful work, a body of work that might matter, an idea that never quite leaves the head.
They don’t give it a form that anyone else can meet.

Because of that, the ask never arrives. There is nothing to invite people into.

Instead, you name your current context: what is here now, and what matters enough to move. You enter with a live topic, not a vague intention. A topic you really want to focus on.

Get Moving

Many approaches imply you must finish thinking before you act.

Because of that, you stay restricted to a limited perspective, and the work never meets the world.

Instead, making the next move doesn’t start with more thinking. You don’t need 100%.
You clarify the possible future you want to bring about.
You plant your flag.
You learn from what happens. You adjust. That contact is the fuel.

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Make Your Ask

Many have difficulty expressing what the work needs next: the customers, the readers, the partners, the funders, and the yes.

Because of that, even good work stays private and incomplete.

Instead, as the work gains enough form, you shape two-page and four-page communication assets that make your ask convincing, and you make a confident ask for the help it needs.

The three steps

Get Real

01 Current context. Get real about where you are now, and take full ownership.

Get Moving

02 Possible future. Get clear on what you'd love to have happen. Choose your stance and plant your flag.

Make Your Ask

03 Make a confident ask. Build the communication assets that make your ask convincing. Then go for the funding, talent, participation, or opportunity you want.

Process

Let me break down exactly how we're going to do this together.

Prepare

One self-paced preparation week to enter with a live topic that matters.

Early win: You arrive ready. Your topic is named, and your possibility is live.

Make

A 28-Day Making Sprint: enquiry conducted through action, across all three steps.

Early win: Your flag is planted, in a form that another person can see and respond to.

Gather

The Tuesday Making Room and the Thursday Enquiry Room, in a permanent rhythm. Live at 7:00am Australia/Melbourne time, usually 5:00pm US Eastern time the previous day.

Early win: Live questions become visible. Making reveals the next move.

Continue

Private tools for the first year. After your first year, you may choose whether to continue with private tool access. Any future options and terms will be shared before renewal. Forge alumni retain the templates and remain welcome at Thursday enquiry sessions.

Inside the member rooms, the moves are simple:

- What are you making now?
- What can you see now?
- What makes a confident ask?

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Battle-tested

This is a practice I've used myself in business, art and life: plant your flag, put it in front of people, learn from the feedback, and shape the next ask.

The Forge systems:
It gives you the tools, rooms, templates and live guidance to support you in planting your flag and shaping your ask.

The Forge specific outcomes for members who show up in the rooms and who do the work:

- You clarify and own a possibility that matters to you.
- You build the communication assets so you can make a confident ask for the people, funds and resources it needs.

Summary: what's included

- One self-paced preparation week
- 28-Day Making Sprint
- Tuesday Making Room
- Thursday Enquiry Room
- Private tools for the first year
  - After your first year, you may choose whether to continue with private tool access, with options and terms shared before renewal
- What stays with you after the sprint:
  - Forge alumni keep the templates and are welcome at Thursday's sessions
  - The practice itself: get real, get moving, make your ask

Investment: Forge Entry: $950

If you'd like to talk before you join, to pressure-test fit or decide whether now is the right time, book a 15-minute Forge Entry enquiry.

Terms

- The Forge provides the container, the rooms, templates and tools
- You show up to do the work.

Amplifiers

- Optional one-to-one accompaniment
- The templates, the tools and communication asset builders.

Next step

Ready to join

Forge Entry is $950.
Join at makeros.me/forge/join.

Want to talk first

Book a 15-minute Forge Entry enquiry.

Still deciding

Keep this. Sit with it. Share it with someone whose judgement you trust.