

WORK & CONTRIBUTION

The Business We Built

A fictional sample spread

The opening advertisement promised repairs on Saturday mornings. The ledger showed how few customers came in the first month. Lena and Paul remembered the same beginning differently: she recalled the unpaid paperwork; he recalled fitting shelves after his other job. Both kinds of labor belong in the account. Later success does not turn early uncertainty into a guaranteed plan. Revenue claims require records and permission, and the family edition is not a valuation of the enterprise.

Evidence note

The letter, photograph, program or other record mentioned here is simulated. Memories are invented to demonstrate attribution and uncertainty. No authentic customer material or identifiable person's image is used.

From your memory to a finished edition

The editorial focus

one business; up to three principal contributors and twelve milestones; no valuation or legal due diligence

Questions that shape the story

1. What problem did the first version of the business solve?
2. Who contributed labor, money or knowledge at the beginning?
3. Which decision changed the business most?
4. What should successors understand that the accounts cannot tell them?

Layout and source treatment

The finished PDF uses a title and dedication, readable narrative pages, a selected chronology, optional captioned customer photographs, and separate source and uncertainty notes. This two-page sample shows the design and voice; it is not a complete purchased edition. A no-image layout is always available.