

Offer Builder Worksheet

Who it's for: Owners whose marketing sounds fine but does not convert

What you'll get: A simple way to package your value so people understand it fast

1) The Goal

Turn what you do into an offer customers can say "yes" to quickly.

2) The Checklist

Target: We help _____

Problem: Who are tired of _____

Outcome: Get _____

Timeline: In _____ (or "as fast as possible")

Proof: Because we have _____ (results, reviews, years, examples)

Risk reducer: If you are not happy, _____ (simple promise)

Next step: The next move is _____ (call, book, request a quote)

3) Quick Wins

Remove vague words like "solutions" and "innovative"

Add one number (time saved, percent increase, dollars saved)

Make the first step easy (short form, fast booking)

4) Common Mistakes

Selling features instead of outcomes

Trying to serve everyone with one offer

No urgency or reason to act now

5) Next Move

If you want offers tested and tuned for profit, that is where we live.
