

Your offer is more than a product, package, or service. It is the complete solution and experience you intentionally create for the person you are called to serve. Use this page to turn your idea into a clear, valuable, and profitable offer.

1 Who is this for?

Name the specific person, season, values, and language your offer is designed around.

My ideal customer is...

She is currently experiencing...

What she values most...

Words she uses to describe it...

2 What problem does it solve?

Look beyond what she asks for and identify what the problem is truly costing her.

Obvious

Hidden

Emotional

Practical

Future

3 What transformation makes it valuable?

Do not stop at features. Describe what your customer can do, feel, or become because your business exists.

Before my offer...

After my offer...

What makes my approach different?

What experience will she remember?

4 Can I deliver it profitably?

Build the price from your financial goals and realistic capacity - not from guesswork.

Owner pay	Taxes	Expenses	Reserve	Revenue goal
\$	\$	\$	\$	\$
Clients / sales I can serve			Minimum price per client / sale	
			\$	
Time required to deliver			Profit remaining after delivery	
			\$ or %	

Revenue goal / realistic sales capacity = minimum average sale needed

5 Is it easy for someone to say yes?

Remove friction. Your customer should quickly understand what she is buying, what it costs, and what happens next.

One clear next step

Payment options

Terms or contract

Immediate confirmation

Write Your Offer in One Clear Sentence

I help _____ solve _____
through _____ so they can _____