Offer Worksheet

From video 003 · How to Build an Offer People Feel Silly Saying No To

LoftyBiz
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Offer = what they get + how safe it feels to say yes. Turn every customer worry into a named piece of your offer, then take the risk off the customer with a guarantee you can afford.

1 The result your customer wants (one sentence)

Not your product. The result.

2 Worries, and a named solution for each

Call five recent customers and five people who almost bought, and ask: "Before you started, what were you worried about? What almost stopped you?" Write their exact words.

Worry, in their words	Named solution	Value	Cost
		H / L	H / L
		H / L	H / L
		H / L	H / L
		H / L	H / L
		H / L	H / L
		H / L	H / L

Keep high value / low cost first. Stack them under one name:

Offer name: _____

3 Pick a guarantee you can afford

☐ **Unconditional**
"Not happy within 14 days? Your money back, no questions." Best when costs per customer are low.

☐ **Conditional**
"Do your part and still no result? We keep working with you for free, or we'll refund you."

☐ **Service**
"If we're late, the next one is free." You keep working instead of refunding.

Do the maths before you write it down:

Expected claims ____ in 10 x cost per claim $_____ = cost per customer $_____

My guarantee, in one sentence: _____