LoftyBiz Starter Offer Worksheet

Companion download for LoftyBiz 127 — The Starter Offer: Low-Priced First Products That Lead to Bigger Sales.

Look at your main offer and write down the smallest complete piece someone could buy. Give it a fair price that covers your costs. Write down the bridge: what you will say, and when. Then try it with five people this month, and write down how many take the next step.

Example figures. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.

1. Sketch your starter

A good starter is small, complete and fairly priced, and it shows people clearly what comes next. It is not a discount on your main offer.

#	Starter (smallest complete piece)	Fair price	Main offer it leads to	The bridge (what and when)
Example	Rashida's first-bowl evening: two hours, one bowl thrown with help, picked up glazed a week later. Complete on its own.	$29	Six-week wheel course, $260. The course price itself never changed.	At pickup, talk about the course. If they join within two weeks, the $29 counts toward it. She also booked the pickup day before people left.
Example	Bartholomew's catch-up check: one month of bank records matched, and a one-page summary of in, out, and the three things that looked wrong. About two hours, one bank account. Not tax advice.	$149, a fixed price	Monthly bookkeeping, about $450 a month. The monthly price stayed the same.	A short call to go through the summary. If they signed up within 30 days, he took the $149 off the first month.
1				
2				
3				

The shaded rows are examples from the video, not promises. In the video's examples, about 120 people came to a first-bowl evening in three months and around one in four joined the course; around 40 people bought a catch-up check in six months and about a third moved to monthly bookkeeping. Results vary.

2. Design checks

Is it complete on its own, so people still get good value if they never come back? Does it point clearly to the next step, without pressure? Have you written the bridge: what you will say, and when? Does the starter price count toward the main offer for a limited time, without changing the main price? Does the price cover your costs? Have you capped how many you will take, so you can still do the work properly?

My notes: _____

3. Try it with five people this month

Person	Date they bought the starter	Did they take the next step?	Notes
1			
2			
3			
4			
5			

How many of the five took the next step? _____ I put this page in Systex on (date): _____

Keep the starter steps, the follow-up conversation and this checklist as SOPs in Systex. Systex is our own product; you can find Systex at loftybiz.net.