The Offer Sheet

Companion download for LoftyBiz 140 — Too Many Offers? Cut to One Clear Way to Buy

Your next step this week. Open a sheet and list every offer you sell. Next to each, write last year's sales, the cost to deliver and the team hours. Circle the one that makes the most profit. Then check where those buyers came from, and point every button and post at that path.

1. List every offer and work out the profit

Profit per offer = last year's sales, minus the cost to deliver, minus the team hours around questions and admin. Do not stop at the sales figure.

Offer	Last year's sales	Cost to deliver	Team hours (incl. questions and admin)	Profit	Keep, close, or change?

2. Find the one path that already starts the sale

Look back at recent buyers of your most profitable offer. Where did the sale actually start? Point every call to action — website, posts, email signature, even the van — at that one path.

Question	Your notes
Which offer makes the most profit, not just the most sales?	
Of the last 20 to 50 buyers of that offer, where did almost every sale start?	
What is the one call to action you will put on every button and post?	
Which offers lose money, once delivery cost and team hours are counted?	
How will you give current buyers of those offers a fair exit?	

3. Bonus test

List every extra that comes with your core offer. For each one, ask: if this bonus were the only thing on offer, would anyone still want it? Keep the ones people ask for by name. Remove the rest.

Bonus or extra	Would anyone want it on its own?	Keep or remove?

4. If new customers feel it is too much

List everything a new customer receives in the first week. Circle the one first step that helps them feel a first win. Keep that in week one. Spread the rest out, so things arrive when people are ready.

What a new customer gets	Keep in week 1, delay, or remove?	If delayed, when does it open?

These are examples, not promises. Figures in the video are rough examples, not targets or forecasts. This is general business education, not financial, legal, HR or tax advice. Results vary.

Save your current offer, prices and booking steps as SOPs in Systex, our own product. You can find Systex at loftybiz.net. Click the link in the description.