



Craft Your Offer Worksheet

[\(Click here to view in Google Docs. Click 'file' - 'Make a copy'\)](#)

1. The first thing we need to do is identify your 'goal'. What do you want people to do?

Examples: Build their new home with you, buy your product, sign up for a years membership, book in for a monthly check-up etc.

Write down your goal:

2. List all of the features and facts about your product/service. From there, list a possible benefit for as many features as you can:

Facts/Features	Benefits
<i><u>30 Years Experience</u></i>	<i>You can feel confident knowing that you're working with an expert</i>
<i><u>Next Day Delivery</u></i>	<i>Remove stress and confusion about when it will arrive</i>
<i><u>Built with stainless steel</u></i>	<i>You and your family will feel safe and protected</i>

3. Pick the top 3 benefits of your product/service and list them below:

- a)
- b)
- c)



4. The purpose of your offer is to excite people to take action. In many cases (but not always), your offer will be different from your end goal. Here are some examples:

End Goal	Offer
<u>Building A Home With Us</u>	Free Home Design Consult
<u>Cosmetic Teeth Surgery</u>	\$49 Check-up & Clean
<u>Becoming A Lifetime Customer</u>	Your First Item For 25% Off
<u>Buying A New Bed</u>	For Every Purchase We Donate \$X To X Charity
<u>Buying A New Car</u>	Free Trade In Quote On Current Model
<u>12 Month Membership</u>	Free Week Trial
<u>Monthly Adjustments</u>	\$99 Assessment & Massage
<u>Selling Your Home</u>	Free Home Appraisal
<u>Buying Your Ecommerce Product And Telling All Their Friends</u>	Your Ecommerce Product

Write down your offer:



5. Great work, now let's make your offer as compelling as possible. Using your top benefits from Q3, create a compelling offer using the following formulas as a guide:

**Achieve [BENEFIT] With [OFFER]
We'll Help You [BENEFIT] With [OFFER]**

Examples:

"Enjoy The Home Of Your Dreams With Our Free Home Design Consult"

"Remove Stress With Our Next Day Delivery 25% Off Sale"

"Feel Fit & Healthy This Summer With Our Free 7 Day Trial"

Write your 'compelling offer' below: