YOUR QUICK TOUR

Make the buying decision easier

A useful offer helps the right customer understand the problem, result, process, price and next step without detective work.

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Choose a problem worth solving 5

Describe a credible outcome 6

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YOUR FINISH LINE

One named customer, one urgent problem, one useful outcome, one clear package, one price and one evidence-building test.

01 / MEET YOUR GUIDE

Maya replaces the menu of everything

Fictional example: Maya, her photography business, clients and results are invented.



THE VAGUE SERVICE

Maya lists portraits, products, events, editing and hourly photography. A small skincare brand asks what to buy, but every project requires a long custom explanation.

THE FOCUSED OFFER

She creates a Product Launch Photo Kit for first-time online sellers: a planning call, twenty edited images, three formats, a seven-day timeline and one revision round.

THE LESSON

Customers do not buy a pile of tasks. They buy a clearer path from their current problem to a useful result.

02 / BUILD THE VALUE BRIDGE

See the six parts of a strong offer

Each part answers a question the customer must resolve before the offer feels understandable and safe enough to consider.

CUSTOMER + PROBLEM

Who is this for, what situation are they in and which costly or frustrating problem matters now?

OUTCOME + PROOF

What useful change does the package support, and what evidence makes that claim believable?

SCOPE + PROCESS

What is included, how will the work happen, what must the customer provide and what is outside the package?

PRICE + TERMS

What does it cost, when is payment due, how long does it take and what happens if needs change?

ONE-SENTENCE OFFER

We help [customer] solve [problem] and move toward [result] through [package], delivered in [time] for [price].