

First-Time Offer Ideation Worksheet 2

You listed key milestones where you deliver value in Worksheet 1. Remember, unless you solve a problem, you're not delivering value.

Now turn those milestones into mini products. For each milestone:

1. Identify the minimal number of steps to reach that milestone.
2. Strip-out any step that doesn't directly contribute to that milestone.
3. Verify the milestone addresses a known pain or achieves a personal goal for the prospect.
4. Verify the milestone achieves a "quick win."

MILESTONE NAME:

Steps to achieve milestone:

Known pain it removes:

Personal goal the prospect achieves:

Fair market value (FMV) for achieving this milestone:

The price you'll charge (between $FMV / 10$ and $FMV / 4$):

Evaluate your FTO idea above and verify they meet these criteria:

- Exchange of **money** or time.
- Impulse purchase.
- Can be quickly delivered.
- Provides disproportionate value to price.
- Solves a problem – but not the "big" problem. It leaves some problems unsolved.
- Naturally leads to the next step.
- Addresses a pain the prospect already feels.
- Delivers a "quick win" to achieve a personal goal.

Continue to brainstorm milestone on the following pages.
Evaluate each Milestone / FTO idea against the criteria above.

MILESTONE NAME:

Steps to achieve milestone:

Known pain it removes:

Personal goal the prospect achieves:

Fair market value (FMV) for achieving this milestone:

The price you'll charge (between $FMV / 10$ and $FMV / 4$):

MILESTONE NAME:

Steps to achieve milestone:

Known pain it removes:

Personal goal the prospect achieves:

Fair market value (FMV) for achieving this milestone:

The price you'll charge (between $FMV / 10$ and $FMV / 4$):

MILESTONE NAME:

Steps to achieve milestone:

Known pain it removes:

Personal goal the prospect achieves:

Fair market value (FMV) for achieving this milestone:

The price you'll charge (between $FMV / 10$ and $FMV / 4$):

MILESTONE NAME:

Steps to achieve milestone:

Known pain it removes:

Personal goal the prospect achieves:

Fair market value (FMV) for achieving this milestone:

The price you'll charge (between $FMV / 10$ and $FMV / 4$):