

First-Time Offer Ideation Worksheet 1

The key elements of a First-Time Offer (FTO) are:

- 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.

It must address a known pain your prospect has – not your product or service.

EXAMPLE: Nobody really wants brilliant marketing strategies. They want more profitable revenue. And they want the pain caused by the lack of profitable revenue removed.

There are multiple ways to strategize FTOs. Following is the way we’ve found to be easiest for many people.

Step 1: List all the steps you take to onboard a new customer.

Continue on Next Page

Step 2: Identify mileposts

Identify mileposts where your customer experiences a delivery of value. Each of these steps must solve a problem – because you must solve a problem to deliver value.

Example: Selling someone gas for \$1 has no value unless they have a car. Or selling someone a tie adds no value unless they have a shirt to wear it with.

Save this information for Worksheet 2