

# The POWER OFFER Worksheet

**Your “offer” isn’t an important part of your marketing strategy.**

It’s the **MOST important thing** ... period.

If you’re talking to your ideal customer and they’re not buying, then it’s almost certainly a problem with you offer.

The #1 problem we see with offers is ... the offer is about the product or service.

No, you didn’t misread that. If your offer is about your product or service, then you’ve got a bad offer.

The POWER OFFER is about the customer:

- You customer’s goals and values.
- Your customer’s challenges and pain points.
- The pain you remove.
- The goals you help them achieve (their goals – not yours).
- How you transform what they have, feel, their average day, and their status.
- The roadmap your customer needs to follow to go from their unhappy place to their happy place.

## Who is Your Customer?

Age:

Gender:

Marital Status:

Impulse

Purchase Ceiling (\$):

Industry / Position:

Discretionary

Purchase Ceiling (\$):

The problem you solve:

Price of Offer (\$):

## How Your Offer Addresses Their:

Goals

Challenges

Values

Pain Points

## HOW YOU TRANSFORM YOUR CUSTOMER'S LIFE

### Before Your Product or Service

Have

Feel

Average Day

Self-Perceived Status (The label they put on themselves)

### After Your Product or Service

Have

Feel

Average Day

Self-Perceived Status (The label they put on themselves)

### HAVING TROUBLE?

You're not alone if you've had trouble with the last two pages. Try our DIY self-paced course, or contact us for hand's-on workshop to complete this..

**Go To Ideal Customer  
Persona Course**

# Offer Design

Current Status



Milestone  
Quick win  
Unique IP  
Notes



Milestone  
Quick win  
Unique IP  
Notes



Milestone  
Quick win  
Unique IP  
Notes

Milestone  
Quick win  
Unique IP  
Notes

Goal Achieved



The problem created from success  
When / how you'll connect at that time  
How you'll help them solve that problem  
Other future-proofing

Beyond



## RISK REVERSAL

### Perils of the status quo

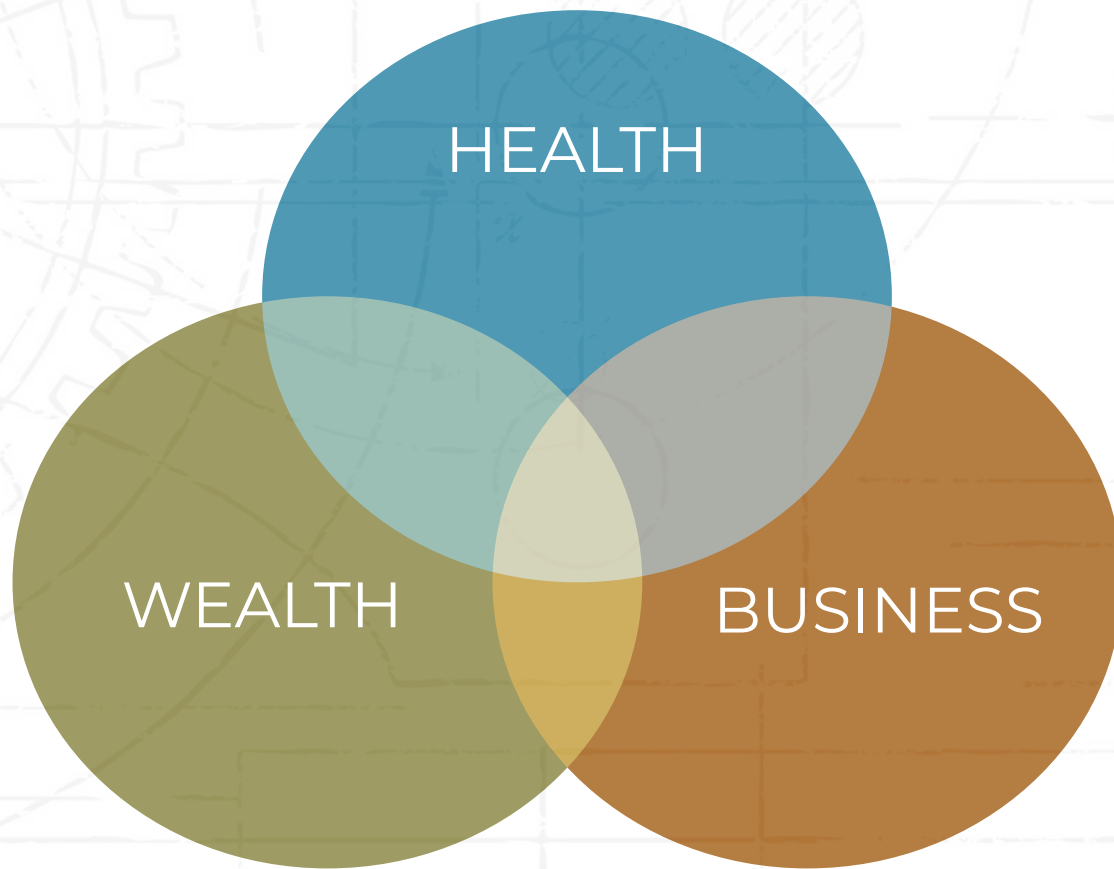
Facts / figures / data that show the cost of maintaining the status quo.

Business goals / personal goals / life dreams imperiled by the status quo.

### Guarantees and Warranties

## BONUSES

# RANK HOW MUCH YOUR OFFER IMPACTS THESE THREE INTERESTS



The most powerful offer impacts health, wealth, and business at the same time.

- Not all offers impact all three areas.
- Every offer **MUST** have “High Impact” in at least one area.

How can you increase impact across all three areas?

## MAP DIFFERENT TRAITS OF YOUR OFFER

UNCOMMON

CONTRARIAN

Examples of common:

- Already tried it
- Easy
- Cheap
- Perceive it doesn't work

Examples of contrarian:

- Cement dries faster in rain
- A low-fat diet is NOT the key to losing weight.
- The biggest risk is not taking one.
- Catch a dog by running away from it.

## FRAME USING COMMON / CONTRARIAN

You know:

But did you know:

You've tried:

But it didn't work because:

You may think:

But it's really this way:

Others did this or believed this:

But now we know:



# Pricing and Value

Cost of doing nothing(\$):

Cost of doing it wrong(\$):

Value of doing it(\$):

Impulse

Purchase Ceiling (\$):

Discretionary

Purchase Ceiling (\$):

DO IT YOURSELF  
INFORMATION

DO IT WITH YOU

DONE FOR YOU  
LABOR

FORMAT

DELIVERY MECHANISM

SUPPORT

Price of Offer (\$):