



DECONSTRUCTED OFFER WORKSHEET

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Name and tagline of offer:

Who is the ONE person for this offer? Why are they perfect for this?

What are the top 3-5 struggles or challenges that your audience is currently facing that your offer will help resolve?

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What will be the 3-5 key outcomes when they take up your offer and go through it?

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What does your audience already believe about their abilities, skills, and past experience? How can you validate that and help them see how their past experience will make them perfect for this offer?

How is your program different from everything else out there? What makes it truly unique in approach and outcome?

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What are the 3-5 objections your audience will have when considering this offer? How can you help them overcome these objections?

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What social proof or testimonials do you have that vouch for you and your offer?
