

TURN A SERVICE LIST INTO SOMETHING PEOPLE UNDERSTAND

Offer Clarity Worksheet

People cannot buy what they do not understand. Use this to explain what someone gets, why it matters, what happens next, and whether they are a good fit.

Explain the outcome

Buyers want to know what changes after they hire you.

Add boundaries

Clear fit saves everyone time.

Give price context

Mystery pricing creates friction before the call.

Map Your Core Offers

Write the offer like a buyer is trying to compare options, not like you are listing everything you know how to do.

OFFER	PROBLEM IT SOLVES	OUTCOME	TIMELINE	PRICE CLUE

Define Fit and Boundaries

Boundaries make the offer easier to trust. They also save you from explaining the same thing 400 times.

BEST-FIT CUSTOMER

NOT A FIT IF

INCLUDED

NOT INCLUDED

WHAT HAPPENS AFTER THEY INQUIRE

Write the Offer Card

Use this copy on your website, pinned post, proposal intro, or ad landing page.

OFFER NAME

WHO IT IS FOR

WHAT THEY GET

WHY IT MATTERS

PROOF

CTA