

SELL WITHOUT SOUNDING DESPERATE

# Offer Post Worksheet

Selling is not annoying when the offer is clear and relevant. Use this to write offer posts people can understand without sending a sad little 'DM me' into the void.

## **Name the problem**

A specific problem makes the offer relevant.

## **Explain the offer**

Do not make people decode what you sell.

## **Set the next step**

The reader should know exactly what to do.

# Build the Offer Post

Use this order so the post reads like help, not a hostage note from your sales quota.

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**PROBLEM**

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**WHO IT IS FOR**

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**OUTCOME**

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**WHAT IS INCLUDED**

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**PROOF**

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**AVAILABILITY OR TIMING**

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**CTA**

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# Make the Offer Easier to Trust

Add details that answer the buyer's quiet concerns.

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- What happens after they inquire
- Timeline or availability
- Starting price or price factors when appropriate
- Relevant review or proof
- Who is not a fit
- What they need before starting

# Write the Post

Write the first version here. It can be ugly. Ugly exists so useful can happen.

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**HOOK**

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**BODY**

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**PROOF**

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**CTA**

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