JPMD

TEMPLATE · FREE RESOURCE

THE OFFER BUILDER

Turn what you do into an offer people can say yes to.

JoeCalliProd Marketing & Design

Marketing That Mobilizes. Design That Reigns.

An offer is a complete answer

An offer is not a service or a product. It is a complete solution to a defined problem, delivered through a specific process, at a specific price, to a specific person. If any piece is vague, the whole offer is incomplete, and an incomplete offer produces hesitation.

> *A confused offer produces a skeptical client. A clear offer produces a committed one.*

Component 1: The problem statement

Describe the problem in your client's language, with their emotional context.

In their words, the problem is...

What it is costing them right now

Component 2: The transformation promise

Not what you will do. What they will have, feel, or be able to do when you are finished.

After working with us, they will have...

The moment they will know it worked

Component 3: The delivery vehicle

Your named process or system. This is what makes the offer repeatable.

The name of my process

The steps, in order

Component 4: The proof architecture

Evidence your vehicle produces the promised change: documented work, named clients with permission, and before and after.

Proof I already have

Proof I need to collect this quarter

Component 5: The investment frame

Not just the number. The logic that makes the number obvious. Price signals position, so state it with confidence.

The price

Why the price makes sense relative to the outcome, not relative to alternatives

Component 6: The onboarding experience

The first 48 hours should confirm the client made the right choice and start building loyalty.

What happens in the first 48 hours after they say yes

What they receive, and what I need from them

Build the suite: entry, core, premium

Tier	Who it is for	What is included	Price
Entry			
Core			
Premium			

Check your offer

- [ ] The problem is stated in the client's words.
- [ ] The promise names a specific result.
- [ ] The process has a name.
- [ ] I can show proof.
- [ ] I can defend the price without discounting.
- [ ] A new client knows exactly what happens next.