

G-Doc Offer Blueprint

High level structure

PROMISE - Clear transformation outcome they'll achieve

PLAN - Specific 3-component system + 3-stage roadmap to get there

PRICE - Investment required to access the plan

Birds-eye View Of Our G-Doc Offer

1. Opening Hook & Promise

- Program name + core transformation promise
- Key benefits and time commitment

2. 3-Component Framework

- Component 1: Foundation element
- Component 2: System/strategy element
- Component 3: Optimization/amplification element
- Each with powerful statements + implementation details

3. 3-Stage Roadmap

- Stage 1: Clarity + first milestone
- Stage 2: Implementation + scaling milestone
- Stage 3: Optimization + final milestone
- Progressive achievement structure

4. Timeline to Results

- When they'll see initial results
- What they'll have in place by end of program

5. Investment

- Duration of program
- Pricing structure (upfront + payment plan)
- Post-program options

6. Guarantees & Promises

- No guarantees policy
- Honest expectation setting
- What you will/won't promise

7. Summary

- 3-stage recap in nutshell format
- Reinforces the journey

8. Call to Action

- Scarcity (limited spots)
- Simple enrollment process
- Urgency elements

The genius is in the **3x3 structure** - 3 components feeding into 3 stages, creating a cohesive transformation journey rather than just a list of features.

Your Fill-In-The-Blank G-Doc Offer Template:

[PROGRAM NAME]TM

NOTE: Replace with your program name

We aim to help you achieve [DESIRED OUTCOME] with [KEY BENEFIT 1], [KEY BENEFIT 2], and no more than [X] hours a day of focused work. **NOTE: Replace with your target outcome and key benefits**

It starts with the first [X] weeks, where our goal is creating [INITIAL MILESTONE] with 3 core components: **NOTE: Define your program timeline and first major milestone**

1. [COMPONENT 1]

NOTE: Name your first key component/pillar/element

[POWERFUL STATEMENT ABOUT COMPONENT 1] [Brief explanation about how this component transforms their situation/results].

[2-3 sentences explaining how you'll implement this component together and the immediate progress they'll see]

2. [COMPONENT 2]

NOTE: Name your second key component/pillar/element

[POWERFUL STATEMENT ABOUT COMPONENT 2] [Brief explanation about why this component is valuable]. [Statement about hidden opportunity most people miss].

[2-3 sentences explaining the implementation process and how it solves a common pain point]

3. [COMPONENT 3]

NOTE: Name your third key component/pillar/element

[POWERFUL STATEMENT ABOUT COMPONENT 3] [Brief explanation of how this component differs from traditional approaches].

[2-3 sentences explaining the key benefits and how it compounds the results from Components 1 and 2]

Our goal in the first [X] weeks is to establish your [COMPONENT 1], implement 1 [COMPONENT 2] strategy that consistently delivers [DESIRED RESULTS], and enhance it with [COMPONENT 3] you can use all the way to [ULTIMATE GOAL] within 12 months.

ROADMAP TO [ULTIMATE OUTCOME]

NOTE: Define your ultimate outcome/transformation

Stage 1 ([MILESTONE 1]):

NOTE: Define first stage milestone/achievement

As a [PROGRAM PARTICIPANT], you'll get crystal clear on 3 things:

- Your [COMPONENT 1] that consistently produces [SPECIFIC RESULT]
- next steps to achieve [NEXT LEVEL RESULTS] (no [COMMON STRUGGLE])
- The exact framework you'll be using to reach [ULTIMATE GOAL]

We start with clarity and a simple plan to scale your [COMPONENT 1] to [MILESTONE 1] and maintain consistent progress.

Stage 2 ([MILESTONE 2]):

NOTE: Define second stage milestone/achievement

You'll reach [INTERMEDIATE ACHIEVEMENT] once, then we'll implement only the pieces of the [PROGRAM NAME] Framework you need to consistently achieve [MILESTONE 2] with less than [X] hours a day of focused effort.

[OPTIONAL SUPPORT STRUCTURE - customize based on your delivery model:

- [SUPPORT TYPE] where you can get solutions to your challenges within [TIMEFRAME]
- [RESOURCE ACCESS] with all my templates, frameworks and step-by-step guides
- [INTERACTION FORMAT] so you can get help when you need it]

You'll have [SUPPORT SYSTEM] on your path to [MILESTONE 2].

Stage 3 ([MILESTONE 3]):

NOTE: Define final stage milestone/achievement

The final step is about maximizing impact with minimum effort.

With your [COMPONENT 3] in place, we'll identify the highest-leverage opportunities in your situation. And focus on the activities that take you less than [X] hours a day to maintain. You only need to master [X] of these to reach [MILESTONE 3].

At this point you're free to either:

- Push to the next level ([PROGRAM PARTICIPANTS] range from [LOWER OUTCOME] to [HIGHER OUTCOME])
- Or step back and enjoy the transformation you've created

Timeline to Results:

NOTE: This is your "Time to Profit" section - explain when they'll see results

In [X] weeks you can expect [INITIAL MILESTONE] to be achieved and the 3 Fundamentals to be in place:

Your [COMPONENT 1] that creates sustainable progress without [COMMON STRUGGLE].
Powered by a [COMPONENT 2] strategy that consistently delivers [DESIRED RESULTS].
With [COMPONENT 3] that amplifies your efforts.

And your entire process runs in [X] hours a day or less.

Investment?

NOTE: This is your pricing section - state your price and payment terms

It's easy to get started in [PROGRAM NAME] because the transformation you'll experience makes this decision simple, and you could see initial results next week.

[PROGRAM NAME] lasts [X] weeks. **NOTE: Define your program duration**

You may start for just \$[INITIAL PAYMENT] now and then payments of \$[RECURRING PAYMENT] for [X] weeks. **NOTE: Insert your pricing structure**

After the [X] weeks (not before), you have the option to continue working together or complete the program. **NOTE: Explain what happens after the program ends**

If you leave, you can't rejoin for a year.

Guarantees and Promises:

NOTE: This is your guarantee/refund policy section

No guarantees, big promises or refunds.

Your results depend on your commitment and consistency. Both of which I lack context on.

I will demonstrate what I would do in your situation if I were you. And you will have the option to follow my proven framework on the journey to [DESIRED OUTCOME] so you can get there faster.

That's as much as I ethically can and will promise you.

IN A NUTSHELL

STAGE 1: We get you clear on your [COMPONENT 1], [X] next steps and gameplan to [ULTIMATE OUTCOME]. We start with achieving [MILESTONE 1].

STAGE 2: We work together using [YOUR DELIVERY METHOD] to implement your [COMPONENT 2] and optimize your approach to reach [MILESTONE 2].

STAGE 3: Armed with a proven approach that runs in less than [X] hours a day, we fine-tune your [COMPONENT 3] to reach [MILESTONE 3] with maximum efficiency.

HOW TO JOIN [PROGRAM NAME]

NOTE: This is your call-to-action section ([X]/[Y] Spots Taken – First Come, First Served)

NOTE: Add scarcity - limited spots available

STEP 1: Email [YOUR-EMAIL] with "I'M IN"

STEP 2: I'll get you enrolled

STEP 3: You'll be welcomed into [PROGRAM NAME] today

NOTE: Replace with your contact method and enrollment process

Customization Examples:

For Different Delivery Models:

- 1:1 Coaching: Replace support structure with "direct access to me" and "personalized guidance"
- Group Program: Use "community support" and "group calls"
- Course/Self-Study: Focus on "comprehensive materials" and "email support"
- Done-for-You: Emphasize "hands-off implementation" and "regular updates"

For Different Industries:

For Fitness Coach:

- DESIRED OUTCOME: "your ideal physique and energy levels"
- COMPONENT 1: "Nutrition Blueprint"
- COMPONENT 2: "Training Protocol"
- COMPONENT 3: "Lifestyle Integration"
- MILESTONES: "10lbs lost", "20lbs lost", "transformation complete"

For Relationship Coach:

- DESIRED OUTCOME: "a thriving, connected relationship"
- COMPONENT 1: "Communication Framework"
- COMPONENT 2: "Conflict Resolution Strategy"
- COMPONENT 3: "Intimacy Enhancement"
- MILESTONES: "daily connection", "resolved core issues", "deepened intimacy"

For Career Coach:

- DESIRED OUTCOME: "your dream role and career trajectory"
- COMPONENT 1: "Personal Brand"
- COMPONENT 2: "Network Activation Strategy"
- COMPONENT 3: "Interview Excellence"
- MILESTONES: "5 quality interviews", "3 job offers", "dream role secured"