

Clarify Your Offers

Every Offer Must Include:

- Who. Be targeted to a specific person
- What. The problem it solves
- How. How does it work.
- Results. What's in it for them. Projected outcomes

Tier 3 – Target. Click or tap here to enter text.

What. Click or tap here to enter text.

How. Click or tap here to enter text.

Results. Click or tap here to enter text.

Tier 2 – Target. Click or tap here to enter text.

What. Click or tap here to enter text.

How. Click or tap here to enter text.

Results. Click or tap here to enter text.

Tier 1 – Target. Click or tap here to enter text.

What. Click or tap here to enter text.

How. Click or tap here to enter text.

Results. Click or tap here to enter text.

Bundle Options. Click or tap here to enter text.

Value Add. Click or tap here to enter text.

Upsell. Click or tap here to enter text.

Cross-sell. Click or tap here to enter text.

Downsell. Click or tap here to enter text.