

Create your perfect OFFER

Origin Story:

Where your offer/brand came from, Why did you make your offer/product?

YOUR ANSWER
-
-
-

Your Audience:

Who is your Avatar? What are their likes/dislikes, Hobbies?
Where do they Shop?
What FB Groups, Pages, brands they wear
What Age, County?



QUESTION	YOUR ANSWER
Age Gender Marital status Country	
Likes Interests	
Where do they shop	
What Facebook Pages they follow (Coaches Celebrities?)	
What Facebook Groups they are part of (Their interests)	
What Youtube Channels they have subscribed	



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Their Pains/Goals:

Their complaints, Obstacles, Deeper pains?
where they need to be - what they want the most?

QUESTION	YOUR ANSWER
Complaints, Obstacles, Deeper pains	-
	-
	-
Dreams, Goals, Burning desires	-
	-

Unique Selling Point:

What makes your offer unique?
Compared with competitors?
Why should your customers LOVE your product?

QUESTION	ANSWER
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What makes your offer different from competitors?

Why customer should love your offer

Benefits & Outcomes:

How will your customer life be better if they buy your product/services?

YOUR ANSWER

Timeline:

When can your customer expect results?

YOUR ANSWER

Urgency:

Why should they take action NOW rather than later?

YOUR ANSWER

Guarantee:

How can you give your customer peace of mind if they buy your offer?

YOUR ANSWER

Price:

Is it a good price in comparison with your competitors?

AVERAGE COMPETITORS PRICE	YOUR PRICE

Risk/Rewards Ratio **Ideal (2:8):**

What are the risks and rewards for your customer if they buy your offer?

RISK	REWARD
<i>How risky is it for your customer to buy your product? Give it a number from 0 - 10</i> <i>(0 being no risk & 10 being very risky)</i>	<i>How Beneficial Rewarding it is for your customer if they buy your product? Give it a number from 0 - 10</i> <i>(0 being no reward & 10 being very rewarding)</i>