

Offer Table

Fill out the table below. You should include:

- A tentative offer name - even if it's just "Offer 1" (names usually come at the end)
- The problem you solve
- A "So your niche can..." statement
- The 4 criteria of a successful niche

**don't worry about price for now - it's irrelevant.*

Transformation statement: I help _____ to _____ so they can _____.

Offer	Problem it solves	So they can	Niche criteria
"Create your personal action plan in 10 days: From chaos to consistency"	Independent learners stuck at intermediate level don't know what to do to make progress and waste time looking for resources. They just seem to go round in circles and get demotivated because they don't see progress and so are inconsistent. Bored of working their way through a textbook that is largely irrelevant to their lives. Don't make progress as they don't have a habit established (do a bit here and there)	Find focus and direction and keep on track/be consistent. Identify and prioritise what will help them move forward the fastest and set SMART goals to work on. Create healthy language learning habits. Which in turn will help them be more successful in their professional and/or personal life.	1. Pain: stressed because can't find time, frustrated because holding them back in their professional/personal life 2. Purchasing power: professionals, white-collar 3. Easy to target: social media, website (blog posts with tips)

			summits for learners 4. Growing: people are busy and can't find time to go to class so learn on their own.
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