

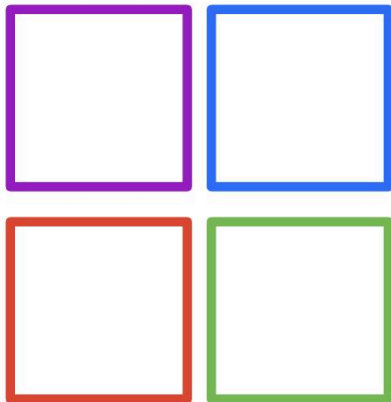
# Google Doc 314

The original Google Doc has gone through 314 edits since the first iteration. It's led to better clients, lower churn and more yeses so it's time for a re-do of this workshop.

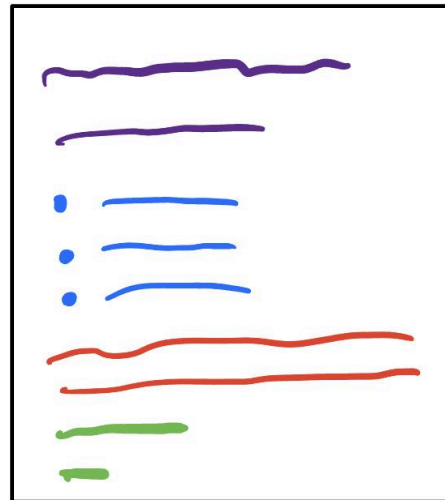
The Google Doc is at its simplest level just copy. And I believe that good copy isn't written. It's assembled.

We'll take the Offer Map: Pieces that I've found essential to every piece of copy. Then we'll assemble them into your Offer Doc.

Map




Doc



## The Offer Map

First we're going to go through my own Google Doc so you see the end product. And then I'll show you the Map that it was based on:

The Doc:  Google Doc 314: Copy Enabled .

The Map (Make A Copy):  Offer Map 314 .

## 1/4) Promise

By far, the #1 thing we work on with folks: The Promise.

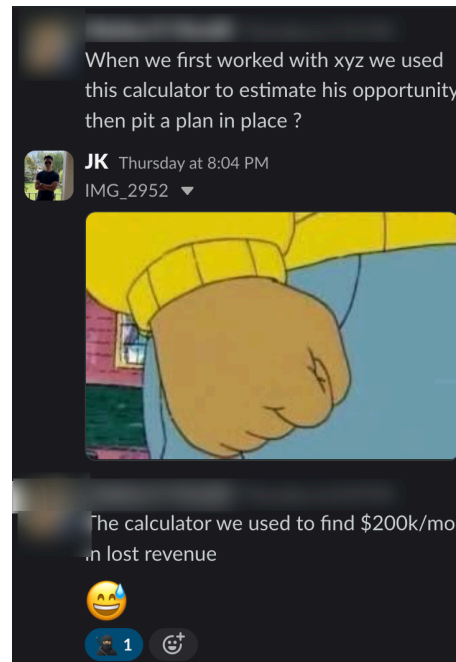
In my experience having twice as many Promises doesn't double its effectiveness. It halves it. So just keep it at 1 that passes the following 3 criteria.

### 1) The Meaning Test.

You pass The Meaning Test if you show your promise to two people and it means the same thing to both.

Does Not Pass The Meaning Test	Passes The Meaning Test
Transform your physique.	See your six pack.
Achieve your fitness goals.	Lose 15 pounds.
Create your Personal Monopoly.	Make \$10,000.
Become a master of productivity.	Finish your workday by noon.
Find your ideal partner.	10 Dates in 10 Weeks

A story:



If your offer isn't as "tangible", use the 3 most powerful words in copywriting: **So you can.**

- Get rid of your worst habit... so you can lose 15 pounds.
- Install the 3 AI Workflows... so you can make more than you made last quarter.
- Let us implement a VA... so you can stop sending cold DMs.

2) Offers come in 3 different frames: Coaching, Consulting and Mentorship. Choosing one and sticking to it one sells more switching.

Frame	Method	Example
Coaching	I'll show you how to find the answer within you.	Our goal is to help you save 20 hours per week to spend more time with the people and things you love (without losing a single dollar of your income).'
Consulting	This is the answer.	We aim to build your \$1 million / year Cash Creator Business with 95% profit margins, 67 clients or less and no more than 4 hours a day on the Tools.

Mentorship	This is what I'd answer.	<p>I'll be your Chief Financial Copilot so you can grow faster with fewer headaches OR position your company for an investment or sale.</p> <p>So you make better decisions, faster I will use the tools that allowed me to start, scale, and exit an INC 5000 Fastest Growing Company, raise +\$15MM in equity and debt, and take my third company from \$0 to +\$20K/mo (with +95% margins) in less than 90 days.</p> <p>The real key is knowing which tool to use, when, and how to customize it to your unique situation.</p> <p>Over the next 12 months...</p> <p>...you'll have access to me as your Chief Financial Copilot. We will only use the most profitable tools for you.</p> <p>Likely in this order:</p>
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### 3) The Content is Elevated. The Offer is Mundane.

The offer does not matter as much as people think. By the time someone in your audience sees your offer they should already have some level of emotional investment in you.

Your offer is not the place to sell them on you. They already bought you emotionally.

Your offer is the place to make them a mundane promise that they can justify the purchase logically. Nobody's gonna come home and say *"honey I hired a coach to become a productivity master"*.

We must give them a mundane and tangible offer so they can justify buying it. Something they can tell others and that their wife will understand:

*"Honey I hired a productivity coach to be done by noon and watch Timmy's baseball games."*

The Content should be elevated. The Offer should be mundane.

Example:

My Content (Elevated)	My Offer (Mundane)
<ul style="list-style-type: none"><li>• Time and location freedom with a Cash Creator Business.</li><li>• Time because of my Offer Shell.</li><li>• I can be present with my family thanks to the Tools.</li><li>• Whale Bait attracts people that are not difficult or stressful to work with.</li></ul>	<ul style="list-style-type: none"><li>• \$5k in 5 Weeks</li><li>• \$84k/year</li><li>• \$20k in one-time revenue and \$10k in recurring revenue</li><li>• 90 Offers Swipe File</li></ul>

To make it mundane either include an **Outcome** or a **Number**:

Niche	Outcomes	Numbers
Productivity	Finish your workday by Noon.	Reduce your workday to 2 hours max.
Mindset	Get rid of 1 childhood limiting belief so you can make more than you made last year.	Get rid of 1 childhood limiting belief so you can double your business.
Health	Remove acne.	Get your testosterone to 1000 $\mu$ g

In every Promise you craft please remember this meme and make sure that



1. It passes The Meaning Test.
2. You've picked a frame that feels right between Coaching, Consulting and Mentorship.
3. It's mundane.

**Note: Every promise is better than a vague promise.**

- A small promise is better than a vague promise.

Small promises are easy to keep. I sold more with a "\$20k/month" promise than with a "\$30k/month promise".

- An aspirational promise is also better than a vague promise.

Aspirational promises like \$1 million / year also work because people crave direction more than they crave an outcome. Don't be afraid to make an aspirational promise if you can back it up.

- Generic promises are better than vague promises.

Swipe a generic promise if you can't find one. It's still better than vague. (The offer that took me to \$100,000/month for 4 months in a row was "\$20k".

- You have to test to see which one works better. If you're unsure, pick small so you don't get stuck.

Back to the Offer Map. What's your promise?

## 2/4) Path

You're at the entrance to a dark forest and two people offer to guide you to the diamond on the other end. Guide A says you should just trust him. Dude B pulls out a flashlight and a map and shows you the way.

I choose Dude B.

Showing people the Path through which you're going to achieve the Promise is as important as the Promise itself.

For simplicity, I like to keep Paths with 3 stages where each stage has 3 parts:

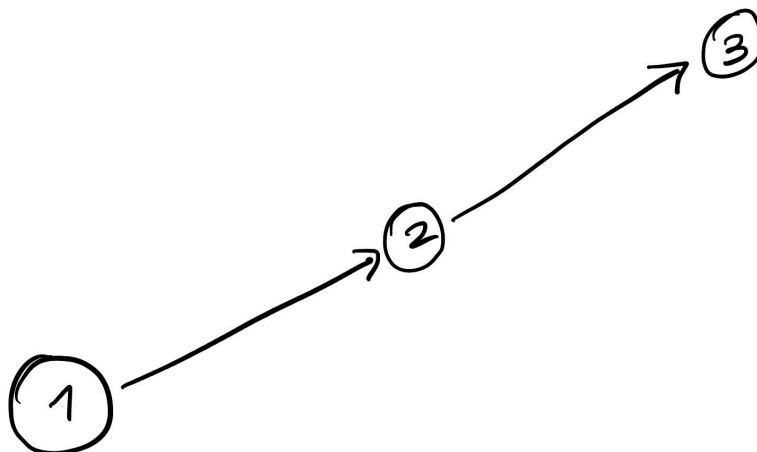
## 1. Benefit

Focus the part of the path on what they GET. Not what they DO.

Do	Get
Office Hours and Community	Ask any question and get a solution within 24 hours.
Hours of trainings and teachings	Tools that have allowed me to lose 100 pounds of fat and keep them off for 6 years in a row.
Complete clarity and manuals on what to do so your AI chatbot doesn't fail.	An AI Chatbot that adds \$10,000 in profit to your business that takes less than an hour a week to maintain.
30 Approaches In 30 Days	4 Dates In 4 Weeks

## 2. Checkpoints

At the end of each Phase there needs to be a checkpoint so people don't get lost. And the checkpoint must be a straight line from where they are to the Promise.

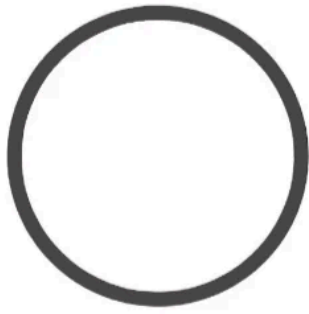


Say you run a health-related business and the promise is helping people lose 30 pounds of fat.

Two tempting traps:

A) Separating the checkpoints too much.

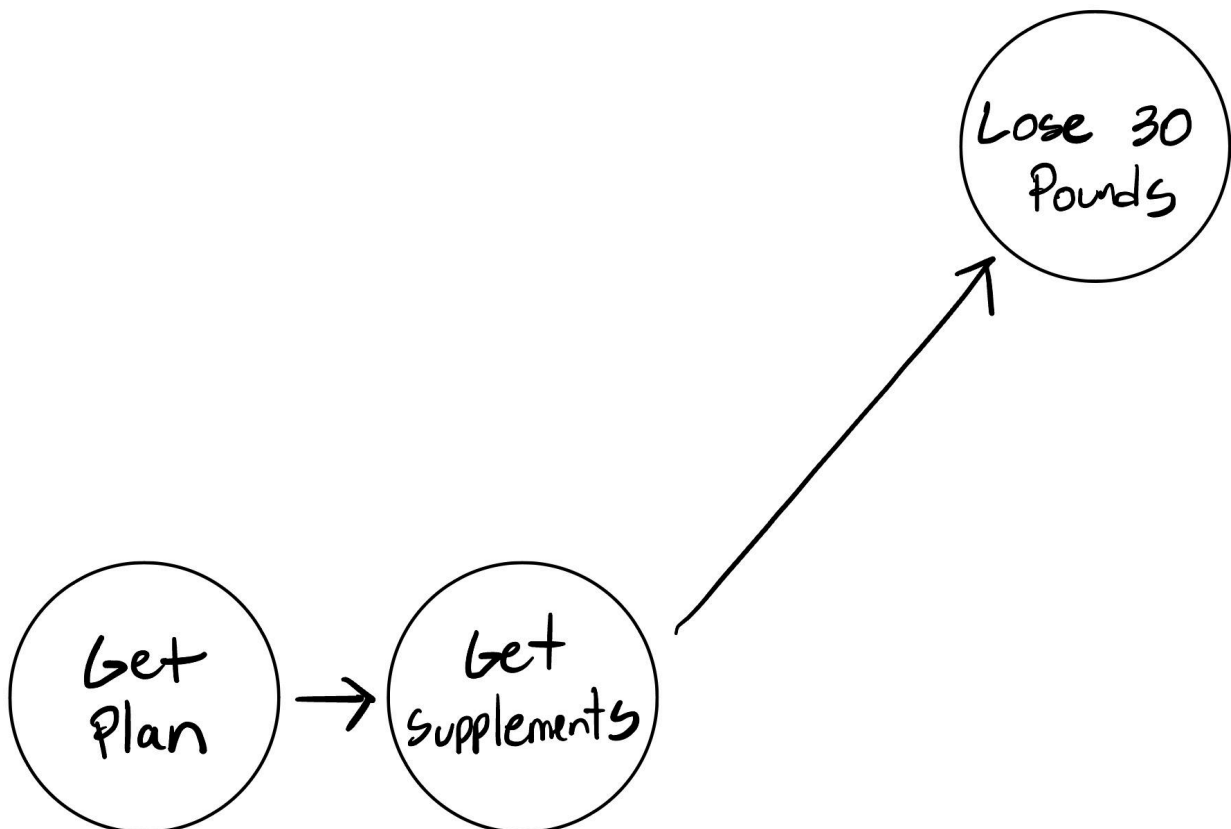
### How to draw a wolf:



Step 1: Draw a circle

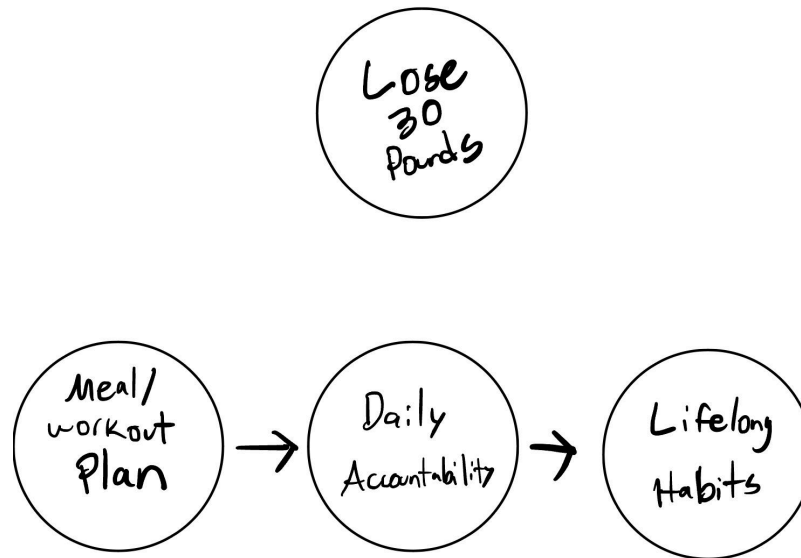


Step 2: Add some details

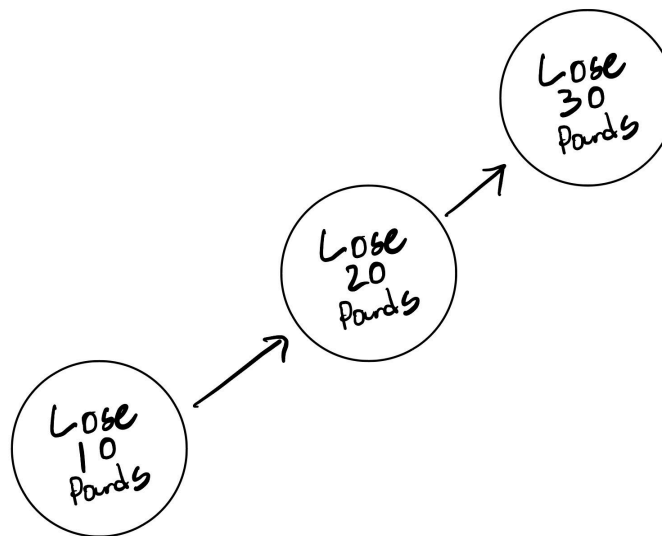




B) Not relating back to the promise.



Even a simplistic version would work better:



### 3. Timeframe

Timeframe is mostly made up. But divide your Core Offer into two:

- A) The minimum time commitment you need to get them their first win (because if people get a win early they usually stay. Also because churn sucks). For me it's 16 weeks.

- B) The longer time commitment you need them to get the full transformation (to give them a North Star) once they're there. For me it's 52 weeks.

**Back to your Offer Map: Craft the Path.**

## 3/4) Pricing

Requesting permission to consult.

I have lots of evidence that weekly beats monthly. I don't have evidence that monthly beats weekly.

Scenario	Weekly Pricing
You're doing 1:1 and want to do group.	Half of your 1:1's.
You're doing group and you want to do 1:1.	Double your group's.
You're ok with taking it slow early.	\$100/week - \$200/week.
You know you can command higher prices with your audience.	\$250/week - \$400/week.

**When to raise it?** Find your Freedom Number and raise it every 25% checkpoint.

**Name your pricing on the Offer Map.**

## 4/4) Why Now

If we don't give people reasons to move now they won't.

Reliable ones are always Scarcity and Urgency.

Scarcity:

- Cap spots every intake.
- Cap spots globally.


Urgency:

- Open and close every certain time (mine is monthly).
- Open and close randomly.
- Have a deadline for every intake.
- Raise prices periodically.


If you somehow made it look new:


- Deadline and urgency for this first intake.


**Choose a reason to join your next intake and put it on the Offer Map.**

 **Checkpoint: You have your Offer Map Completed.**

## Google Doc 314, Analyzed

The Template:  Google Doc 314: Copy Enabled .

Analyzed:  Google Doc 314, Analyzed .

The Bad One:  Google Doc 314: Bad Version .

# Cheat Sheet

- Promise
  - The Meaning Test: Does it mean the same thing to two different people?
  - Choose A Frame: Coaching, Consulting or Mentorship?
  - Mundanity: Outcome or Numbers?
- Path
  - Benefits: Is it what they get, not what they do?
  - Checkpoints: Is it a straight line?
  - Timeframe: Is the path to the first win clear?
- Pricing
  - Have you settled on one?
- Why Now
  - What's the scarcity?
  - What's the urgency (deadline)?
  - Are you clear on when you're raising prices?

## Next Steps

1. Craft your doc and send it to the community for feedback.
2. Use [The Validation Equation](#) to get your next 5 folks with it. (Since your offer is likely to look new, treat it like it's new).