

Offer Clarity Worksheet

The goal of this worksheet is to understand who you serve, why you serve them, and what the benefit they get when working with you. The number one mistake I see creatives make is not having an understanding of how to position themselves and stand out from the rest. A deeper understanding of what you do and who you do it for makes marketing feel easier, more fun, and the result is confidence when doing outreach or any type of marketing.

This will be used in your offer, your marketing via website and social media, and will ultimately be used on all materials such as proposals and branding.

Fill out the questions below to the best of your ability

Personal Brand:

I am a Digital Designer & Webflow Developer for startups and established businesses that want to create a new and fresh online presence so they can continue to grow, achieve business goals and drive conversions.

Company/Agency Brand:

Aspectify Design is a micro web design and Webflow development agency for startups and established businesses that want to create a new and fresh online presence so they can continue to grow, achieve business goals and drive conversions.

Who is your target audience?

Industries you serve are: Real estate, interior design, architecture, SaaS, tech.

Your Partners/Clients so far: <https://www.roczen.com/> , <https://nextconcept.design/en/homepage> , <https://sgw-staging.webflow.io/> (WIP), <https://www.adex.ai/> (not all pages)

What is the (desired) result as it relates to your service or product?

The results after helping out a business are usually the following: growth in views, better SEO structure, increased conversion rate, much more up-to-date look and feel of their online presence, a more engaging and user friendly design.

The recent project I've been working on was a real success for a health tech startup, after I have created a new website and lots of print and digital collaterals for them, they started partnering with really big names, onboarded lots of new patients everyday, their waitlist was getting full almost all the time and their visibility and trust got much bigger.

Why do they want to work with you?

Because I will listen to their needs and only do what I think would work best with their vision rather than using only the latest trends which won't even align with their goals and needs, which means they won't continue to grow.

How will the customer's life improve if their deeper desire is fulfilled?

The customer's life will improve because they can see business growth, increased conversion rates and higher visibility compared to whatever they had before and all this will make them happier and to push more forwards to achieve even bigger heights.

What's been holding them back from fulfilling it before now?

- Money can be a reason for that
- Not finding the right person for the job
- Or maybe they tried, but not succeeded because the ideas were not good enough or not related to their business goals in a good enough way

What are the top 3 thoughts or feelings they hope to experience once their desire is fulfilled? Tie this back to their deeper desire.

- Business growth
- New customers
- Confident with marketing

What's the consequence of ignoring their desire? AKA - what will it cost them if they don't fulfill it?

- They will not grow or could even fall backwards
- Not gaining trust from people who are navigating their website
- The business won't be able to compete with their main competitors who have a more up-to-date look and better UX

List 3 features:

1. **Listening to client goals and needs so I can provide exactly that**
2. **Attention to details so everything is exactly how they wanted it to be**
3. **Coming up with out of the box ideas to try help my clients as much as possible, and I will go that extra mile if that's all it takes to make a client happy in the end**

How will the following features help the customer move toward their ultimate goal and achieve their desire?

If all 3 points from above are combined, something really powerful can come from it and it will help my client move towards business growth and achieve their goal without any issue because in my opinion the above 3 points are one of the most important points to help a client succeed through their website.

How will your solution help the customer achieve their desired thoughts / feelings?

My solution will help them because I am doing a deep research of similar industry websites and taking the best ideas to make sure my client gets the best possible results from their new website.

List how your solution works in 5 steps or less (your process)

- 1) Discovery and strategy
- 2) Choosing a style and functionalities
- 3) Design and Webflow development
- 4) Testing and quality assurance

- 5) Launch and optimisation
- 6) Ongoing support