

Understand Your Offer

3 core things to start on any solid offer:

- PROBLEM -
- SOLUTION -
- RESULTS -

Build the Offer

- **Name Your Program** (Use what your client most wants or come up with a name for group programs)
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- **Customer Avatar**
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- **Deliverables**
 - **Length**
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 - **Price**
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 - **Features**
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 - **Tangibles**
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 - **Unique Tangibles** (What makes your offer more unique than other ones?)
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 - **Bonuses**
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 - **Satisfaction Guarantee**
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