

Worksheet 1: Core Offer Clarity Builder

Purpose: Define your main offer before adding anything else

Part A: The Foundation Questions

Write clear, specific answers:

1. My main offer is:

2. The specific result it promises:

3. This offer is specifically for people who:

4. The main job this product does for buyers:

Part B: Offer Strength Check

Rate each statement (1-5, with 5 being strongest):

- [] The result is obvious within 10 seconds of reading
- [] A specific audience would recognize this is for them
- [] The transformation is clear, not vague
- [] Someone could explain what they're buying to a friend

If any score is below 3, revisit Part A before continuing.