

Worksheet 2: Complete Offer Path Planner

Purpose: Map your full funnel from one product to natural add-ons

Your Main Offer

Product name: _____

Price: \$_____

Core promise: _____

Order Bump (Checkout Add-on)

What question will buyers have next?

My order bump is: _____

Price: \$_____

How it helps: _____

Why it makes the main offer easier/faster/better:

Upsell (After Purchase)

What would help them get better/faster results?

My upsell is: _____

Price: \$_____

What it includes: _____

Why it's the natural next step:

Downsell (If They Skip Upsell)

What's a lighter way to help them move forward?

My downsell is: _____

Price: \$_____

What's removed compared to the upsell:

Logic Check

Read your path out loud:

"Someone buys [main offer], adds [bump] to make it easier, then gets offered [upsell] to go further, or [downsell] as a lighter option."

Does this feel natural and helpful? Yes / No

If no, what feels off? _____