



RESOURCE MATERIALS

TOPIC 3.1

DESIGNING OFFERS PEOPLE CAN'T REFUSE



OFFER CLARITY & POWER CHECKLIST

What This Tool Is For

This checklist exists to diagnose whether an offer is:

- Clear
- Outcome-focused
- Easy to say “yes” to

Most offers do not fail because of traffic or marketing.

They fail because the buyer does not immediately understand the value.

This diagnostic is grounded in a clarity-first approach to offer design, where understanding must come before persuasion, and value must be obvious before interest can form.

It applies result-driven thinking, ensuring that offers are defined by the outcome they deliver rather than the effort, features, or explanations behind them.

ADDITIONAL MATERIALS FOR OFFER CLARITY & POWER CHECKLIST

Purpose

Ensure every offer you design hits the key elements that make it irresistible.

How to use: Print it, or keep a digital version. Review it each time you launch or revise an offer.

See form next page (1b)

Step	Action	Completed?
1	Define the main outcome your customer achieves	<input type="checkbox"/>
2	List the secondary outcomes or benefits	<input type="checkbox"/>
3	Bundle additional resources, services, or bonuses	<input type="checkbox"/>
4	Add a guarantee to remove perceived risk	<input type="checkbox"/>
5	Introduce scarcity or urgency (limited time, spots, or quantities)	<input type="checkbox"/>
6	Check if your offer can be summarized in one simple, compelling sentence	<input type="checkbox"/>
7	Confirm the offer aligns with your brand story (customer as hero)	<input type="checkbox"/>
8	Review perceived value vs. price	<input type="checkbox"/>

VALUE STACK DESIGN MAP

Nos 1 – Value Philosophy

People do not buy effort.

They buy:

- Outcomes
- Confidence
- Reduced risk

This framework applies intentional value stacking, where perceived value is increased by making the result feel clearer, safer, and easier to achieve—without increasing delivery complexity or workload.

The goal is not to add more components, but to strengthen certainty around the outcome.

ADDITIONAL MATERIALS FOR VALUE STACK DESIGN MAP

Purpose

Map your main product plus all bonuses to maximize perceived value.

How to use:

- Add any value that enhances the customer result
- Compare total perceived value vs. actual price to ensure offer feels “stupid not to buy”
- Draws from Hormozi: high-value offer design

See form next page (2b)

Template structure

Component	Description	Perceived Value (\$)	Notes
Core Offer	The main product/service		
Bonus 1	Additional resource/service		
Bonus 2	Additional resource/service		
Bonus 3	Additional resource/service		
Guarantee	Money-back / risk reversal		
Scarcity/Urgency	Time limit or limited spots		
Total Perceived Value	Sum of all components		
Your Price	Actual price charged		

PRICING MATRIX TEMPLATE

Nos 1 – Pricing Reality

Low prices do not make offers attractive.

They make them suspicious.

Pricing is a positioning decision, not a math problem.

This model applies outcome-based pricing logic, where price is anchored to the value of the result delivered rather than time spent, effort exerted, or market averages.

When pricing reflects outcomes, confidence increases and resistance decreases.

ADDITIONAL MATERIALS PRICING MATRIX TEMPLATE

Purpose

Align base price, anchor price, and bonus pricing for maximum conversion and profit.

They make them suspicious.

How to use:

- Base Price: What it costs to deliver the main product/service
- Anchor Price: The perceived market value; what your offer “feels” like it’s worth
- Bonus Pricing: Use extras to increase perceived value without raising base cost
- Check that Price Charged < Total Perceived Value

See form next page (3b)

3B

TEMPLATE

Offer Component	Base Price (\$)	Anchor Price (\$)	Notes / Adjustments
Core Product			
Bonus 1			
Bonus 2			
Guarantee Value			
Total Perceived Value			
Price Charged			

PROFIT ALLOCATION GUIDE

Nos 1 – The Profit Lie

Revenue is not success.

Profit is.

This framework operates on a profit-first discipline, where income is deliberately structured to reward the business owner, sustain operations, and support long-term stability—rather than hoping profit remains at the end.

Profit is treated as a decision, not an accident.

PROFIT ALLOCATION GUIDE TEMPLATE

Purpose

Ensure every sale contributes to sustainable profit and operational health.

How to use:

1. After each sale, allocate according to percentages
2. Adjust allocations as your revenue grows
3. Review monthly to ensure sustainability

See form next page (4b)

DAILY OFFER DECISION ROADMAP

Purpose

Create a repeatable system to improve offers continuously.

Daily

Check if your main offer is clear and compelling

Monitor conversions for any current campaign

Weekly:

Compare perceived value vs. price

Adjust bonuses or messaging if uptake is low

Review profit allocation after sales

Monthly:

Evaluate overall revenue contribution of each offer

Identify offers to retire, improve, or upgrade

DAILY OFFER DECISION ROADMAP

No changes required

ONE-PAGE OFFER SUMMARY

No changes required

HOW YOU CAN USE THESE MATERIALS

Print or keep digitally: These checklists, matrices, and guides should be accessible every day.

Before launching an offer: Complete Offer Creation Checklist + Value Stack + Pricing Matrix

After a sale: Allocate according to Profit Allocation Guide

Weekly: Use Offer Review Roadmap to adjust and improve continuously

This turns knowledge into actionable behavior, allowing you to perfect your sales offer daily and ensure revenue growth is predictable.