

VINEPEAKS™

SAMPLE OFFER REVIEW

“What makes an offer easier to understand, easier to value, and easier to act on?”

A real-world diagnostic breakdown of how a business offer is examined, clarified, and strengthened.

FREE SAMPLE

VinePeaks Diagnostic Resources
Clarity • Value • Direction • Action

THE BUSINESS & ORIGINAL OFFER

Examining a real fitness coaching service before diagnostic review.

ORIGINAL OFFER STATEMENT

“I help people lose weight.”

-
- 12-week coaching programme
 - Meal plans
 - Weekly check-ins
 - Workout plans
-

Investment: ₦150,000

WHY SHOULD THE RIGHT CUSTOMER CHOOSE THIS OFFER?

When an offer relies on general statements, potential customers are left to figure out the value for themselves.

That is where offer clarity begins.

02 / INITIAL DIAGNOSIS

**THE OFFER HAS VALUE.
BUT THE VALUE IS NOT YET EASY TO SEE.**

STEP 1
WHO IT IS FOR

STEP 2
WHAT IT SOLVES

STEP 3
WHAT CHANGES

STEP 4
WHY THIS OFFER

What is missing is a clear connection between the parts of the offer.

When those connections are unclear, the business owner may have a good service — but a difficult offer to sell.

01

THE PROMISE IS TOO BROAD.

CURRENT STATEMENT

"I help people lose weight."

This statement leaves four critical questions unanswered:

WHO

Who is it for?

PROBLEM

What specific problem does it address?

RESULT

What meaningful change is intended?

TARGET

What concrete milestone can the customer understand?

The Business Lesson: "A strong offer does not simply announce what you do. It makes the value of what you do easier to understand."

02

THE CUSTOMER IS NOT CLEARLY DEFINED.

PEOPLE



WEIGHT LOSS COACHING FOR BUSY PROFESSIONALS

“The point is not to exclude everyone else. The point is to make the right person think: ‘This was designed for someone like me.’”

When an offer targets everyone, it speaks directly to no one. Defining the audience gives context to the solution, making the offer immediately relevant to the person viewing it.

03

THE TRANSFORMATION IS NOT CLEAR ENOUGH.

BUSINESS PROVIDES

- Meal plans
- Workout plans
- Weekly check-ins

CUSTOMER WANTS

- Weight loss
- Improved fitness
- Healthier routines

FROM GENERAL RESULT TO SPECIFIC TARGET

~~"Lose weight in 12 weeks."~~



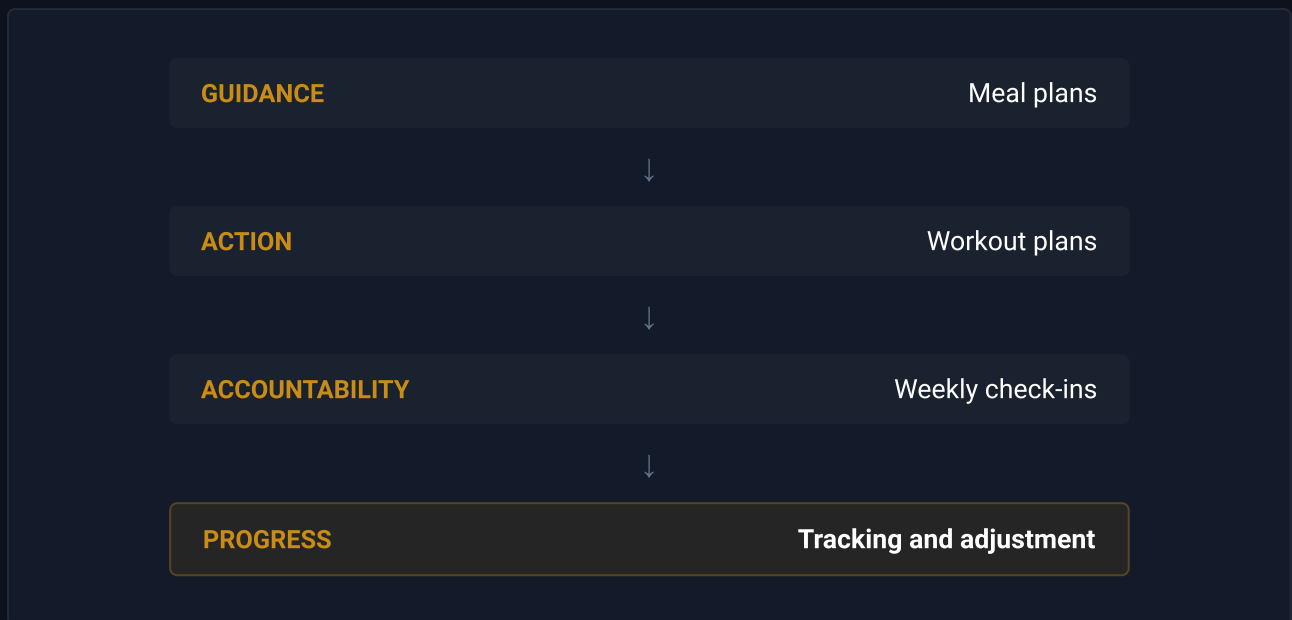
"LOSE UP TO 15KG IN 12 WEEKS."

A meaningful target gives the customer a clearer picture of what the programme is designed to help them pursue.

Note: The exact promise should always reflect what the business can genuinely deliver.

04

THE VALUE OF THE PROGRAMME IS NOT YET CONNECTED.



"The individual components become more valuable when the customer understands the role each one plays in achieving the intended result."

FROM FEATURES TO VALUE

Connecting program components to what they achieve for the client.

FEATURE	WHAT IT HELPS THE CUSTOMER DO
Meal guidance	Make better daily food choices
Workout plan	Stay consistent with physical activity
Weekly check-ins	Get accountability and adjustment
Progress tracking	See what is changing

“Do not simply add more to the offer. Make the value of what is already there easier to see.”

A STRONG OFFER ANSWERS FOUR QUESTIONS

01

WHO?

Who is this designed for?

02

PROBLEM?

What important problem does it help solve?

03

RESULT?

What meaningful change is it designed to create?

04

VALUE?

Why does this particular solution make sense?

WHO → PROBLEM → RESULT → VALUE

LOSE UP TO 15KG IN 12 WEEKS

WEIGHT LOSS COACHING FOR BUSY PROFESSIONALS

A structured coaching programme designed to help busy professionals pursue a clear weight-loss target while improving fitness and building healthier routines they can maintain.

YOU RECEIVE

Personalized Meal Guidance

Support for making better everyday food choices.

Structured Workout Plans

A clear approach to consistent physical activity.

Weekly Accountability Check-ins

Regular support to review progress and stay on track.

Progress Tracking

A simple way to see changes and adjust as needed.

TOTAL INVESTMENT

₦150,000

Note: The exact promise should always reflect what the business can genuinely deliver.

06 / COMPARISON

THE SERVICE DID NOT NEED TO BECOME COMPLICATED.
THE OFFER NEEDED TO BECOME CLEARER.

BEFORE

"I help people lose weight."

AFTER

"Lose up to 15kg in 12 weeks — Weight Loss Coaching for Busy Professionals."

BEFORE

A list of programme features.

AFTER

Features connected to the result they support.

BEFORE

A general service.

AFTER

A clearer audience, problem, transformation, target and value proposition.

THE BUSINESS DID NOT NECESSARILY NEED MORE.
THE CUSTOMER NEEDED TO SEE MORE CLEARLY.

A CLEARER OFFER CHANGES THE CONVERSATION.

01

ATTENTION

The message can speak more directly to the right people.

02

CONVERSATIONS

Prospects can understand what the offer is designed to help them achieve.

03

VALUE

The business can explain why the solution matters.

04

ACTION

A clearer offer gives the customer something concrete to consider.

GOOD MARKETING GETS ATTENTION.
A GOOD OFFER GIVES THAT ATTENTION SOMETHING WORTH RESPONDING TO.

08 / OTHER INDUSTRIES

SEE THE DIFFERENCE

How clarity applies across different business types.

CONSULTING

BEFORE: Business Consulting Services

CLEARER: Business Growth Strategy for Small Businesses Ready to Turn Scattered Efforts Into a Clear Growth Plan.

BEAUTY

BEFORE: Professional Skincare Treatment

CLEARER: Acne-Focused Skincare Programme for Adults Who Want a Simpler Routine and Healthier-Looking Skin.

FOOD BUSINESS

BEFORE: Corporate Catering Services

CLEARER: Office Lunch Catering for Teams That Need Fresh, Reliable Meals Without the Daily Ordering Stress.

"Clarity does not mean making bigger claims. It means making the right value easier to see."

09 / DIAGNOSTIC CHECKLIST

BEFORE YOU PROMOTE YOUR OFFER, ASK:

01 WHO IS THIS FOR?

Can the right customer recognize themselves?

02 WHAT PROBLEM DOES IT SOLVE?

Is the customer's real need clear?

03 WHAT RESULT IS IT DESIGNED TO CREATE?

Can the customer see what changes?

04 WHY THIS SOLUTION?

Can you explain why your offer is worth considering?

05 WHAT MAKES IT EASY TO SAY YES?

Is the next step clear?

"If these questions are difficult to answer, the problem may not be your marketing."

YOUR OFFER MAY NEED ATTENTION FIRST.

YOUR OFFER DESERVES A CLEARER LOOK.

“You may already have a good product, a valuable service, experience, and customers. But if the offer is difficult to understand, the value can become difficult to communicate.”

THAT IS WHAT AN OFFER REVIEW IS DESIGNED TO UNCOVER.

- What is working.
- What is unclear.
- What may be making the offer harder to choose.
- What deserves attention next.

CLEARER OFFER. CLEARER MESSAGE. BETTER BUSINESS CONVERSATION.

HAVE YOUR OFFER REVIEWED

Get a focused review of your offer and a clearer view of what is working, what needs attention, and where to strengthen it.

BOOK MY REVIEW

Clarity for better decisions. • Tools for meaningful action. • Structure for sustainable growth.
