VINEPEAKS

SAMPLE OFFER REVIEW

YOUR OFFER HAS VALUE

Can Customers See It?

See What May be Making Offer Harder To Understand, Value and Choose

A BUSINESS OFFER, EXAMINED

A short example of how an offer can be made clearer and more compelling

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A GOOD SERVICE CAN STILL BE HARD TO CHOOSE.

Imagine a fitness coach offering a 12-weekcoaching program

The programme includes:

- Meal guidance
- Workout plans
- Weekly check-ins
- Progress tracking

The price

₦150,000.

The coach describes the service in one sentence:

I help people lose weight.

The coach may have put real thought into the program. But the description leaves important questions unanswered.

Who is the program best suited for?

What kind of support will customers receive?

How does that support fit their needs?

The issue is not necessarily the service itself. It is how clearly the value comes across.

THE QUESTION: Can a potential customer quickly understand why this offer may be right for them?

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THE OFFER IS NOT THE WHOLE PROBLEM. THE MESSAGE MATTERS TOO.

The original message,

I help people lose weight,"

This is easy to understand at a basic level. But it leaves much of the offer unexplained.

WHAT SHOULD BE ADDRESSED FIRST?

Start by making the intended customer and the support provided easier to understand. There is little value in polishing the message if the customer still cannot tell what is being offered.

The key issue with this offer

01 — The audience is too broad

People" could mean almost anyone.
Why it matters: A potential customer may struggle to tell whether the service is designed with their needs in mind.

02 — The support is hidden

The message says nothing about the meal guidance, workout plans or weekly check-ins.

Why it matters:
Custome03 — The value is left for the customer to work out

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The coach lists a service in broad terms but does not **connect the support to the customer's needs.**

Why it matters: The customer has to do more work to understand the offer before deciding whether to ask questions.

BEFORE SOMEONE CHOOSES, THEY NEED TO UNDERSTAND WHAT THEY ARE CHOOSING.

1

Imagine a busy professional reading the original offer
.
They may wonder:
“Is this programme meant for someone like me?

The message does not identify who the coach is best equipped to help.

Because the service details are missing the
Customers could ask more questions like :

What will I actually get?

How will the support fit into my routine?

2

The offer does not explain how the coaching works or what participation involves.
Customers may ask more questions like:

Why should I consider this programme?
The customer has not yet been shown how the service relates to their needs.
These are possible questions, not proven objections from actual customers. The purpose of the review is to identify what the message leaves unclear and what may deserve attention.

THE KEY INSIGHT

A customer should not have to guess who an offer is for, what it includes or why it may be relevant to them.
The clearer these points become, the easier it is for the right customer to judge whether to take the next step.

KEEP THE SERVICE.

IMPROVE HOW ITS VALUE IS EXPLAINED.

Here is one possible way to present the same illustrative program more clearly.

THE REVISED OFFER

WEIGHT-LOSS COACHING FOR BUSY PROFESSIONALS

A 12-week coaching program offering structured support with food choices, exercise and building more consistent routines.

The program includes:

1. **Meal guidance** to support everyday food choices
2. **Workout plans** to help structure exercise
3. **Weekly check-ins** for accountability and discussion
4. **Progress tracking** to review what is working and what may need adjustment

Investment: **₦150,000**

Illustrative price for this example only.

WHAT CHANGED — AND WHY?

The audience is more specific. “Busy professionals” gives a clearer starting point than “people,” provided that this is genuinely the coach's intended audience.

The service is easier to picture. Customers can see the main parts of the programme rather than being left with a general statement.

The support has a clearer purpose. Each feature is connected to what the customer receives from the program.

The promise stays responsible.

It gives the customer a better basis for deciding whether the offer fits their needs.

CAN YOUR CUSTOMER SEE THE VALUE?

Use these five questions to examine your own offer.

01 — Who is it for?
Can the right customer recognise that the offer is meant for someone like them?

02 — What problem does it address?
Have you explained the need your product or service is designed to meet?

03 — What does the customer receive?
Can someone understand what is included without having to ask you to explain everything?

04 — Why might it be worth considering?
Have you connected the features of your offer to what matters to the customer?

05 — What should the customer do next?
Is the next step clear, simple and appropriate

YOUR NEXT MOVE

Review your answers.

- If the audience is unclear, start there.
- If the service is difficult to understand, explain what the customer receives.
- If the value is hard to see, connect the service to the customer's needs.
- If the next step is missing, make it clear.

You do not have to rewrite everything at once. Identify the issue that matters most and start there.

VINEPEAKS

YOUR OFFER DESERVES A CLOSER LOOK.

This example shows how examining an offer can reveal gaps between what a business provides and what a customer can understand from its message.
Your customers, service, pricing, strengths and challenges all matter.
A useful review needs to examine your actual offer, not simply apply the same wording to every business

CLIENT OFFER REVIEW SESSION™

A focused review of your offer to help you identify:

- What is already working
- What may be unclear to potential customers
- What could make the offer harder to understand or choose
- Which areas deserve attention first

The aim is to help you see your offer more clearly and decide what to improve next.

CLEARER OFFER. CLEARER MESSAGE. BETTER BUSINESS CONVERSATION.

EXPLORE THE CLIENT OFFER REVIEW SESSION™

Your business deserves a review built around its own circumstances.