

The Well-Designed Offer for Impact, Integrity, and Income

6 sure-fire steps to avoid common pitfalls in creating & selling offers

1 Design for _____

Unique Talents

Modes of Engagement

Notes

1. _____

1. _____

2. _____

2. _____

3. _____

3. _____

2 Design for _____

What is your target niche market frustrated with?

What are they yearning for?

Notes

3 Claim Your _____

What you do and how do you do it?

Branding is a verb. Brainstorm some of your potential verbs.



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4 Design Your _____

5 Build a _____

6 _____ Over Perfection

Identify 1-3 ways to prototype in 2018

One

Two

Three

