

FIND YOUR MONEY-MAKER

PLAYSHEET: DEFINE YOUR OFFER

You've seen how to define the people you want to be known by, and you know what problems you want to help people with.

Now it's time to work out what solution you can provide to solve those problems, what form to deliver it in, and how to get paid for it.

Fill in the blanks here – and then you have some wording you can use on your website, blog or when you talk people through the results they can expect from using your solution.

Product name
Who it's for
The problem or frustration the customer is experiencing
Your solution
How it will be delivered to your customer
Price
Payment method