

# AUDIT YOUR CURRENT OFFER — FIND THE HIDDEN GOLD BEFORE YOU REBUILD ANYTHING

BEFORE YOU STACK NEW OFFERS, YOU NEED TO KNOW WHAT'S ACTUALLY WORKING. LET'S STRIP YOUR CURRENT OFFER DOWN TO ITS BONES AND SEE WHAT CLIENTS REALLY BUY — NOT WHAT YOU THINK THEY BUY.

THE HIDDEN GOLD

INSTRUCTIONS:

Most founders think the next offer will fix everything. Wrong. The real opportunity is inside the offer you already have.

- This audit helps you:
- Identify what parts of your offer clients actually value
  - Spot what's slowing fulfillment or sales
  - Pinpoint what should move into your DIY, DWY, and DFY tiers

## THE GUIDE:

Grab a notepad, your invoices, and any client feedback you've got. We're going to reverse-engineer the truth behind what's selling.

### STEP 1:

Name Your Core Offer

Fill in the blank:  
I currently sell \_\_\_\_\_ to \_\_\_\_\_.

Example: "I sell website systems to real-estate agents."

- Be specific — who you serve and what you sell.

### STEP 2:

Define the Promise

Fill in the blank:  
The main outcome I promise clients is \_\_\_\_\_.

Example: "A predictable stream of appointments."

- This is what you'll keep across every future tier.

### STEP 3:

List Your Deliverables

- Write down every component of your current offer — calls, templates, tech, coaching, etc.

Deliverable	Purpose	Client Impact (1-10)

Fill in the blank:  
The top 3 deliverables my clients rave about are \_\_\_\_\_.

### STEP 4:

Measure Results vs Effort

For each deliverable, rate impact (1-10) and effort (1-10). Highlight the high-impact / low-effort ones — these become your leverage pieces.

Fill in the blank:  
The easiest part of my offer that creates the biggest results is \_\_\_\_\_.

### STEP 5:

Audit Client Results

- Look at your last 5 clients.  
How many achieved the promised result? \_\_\_\_\_ / 5  
How long did it take? \_\_\_\_\_ weeks

Fill in the blank:  
The pattern I see in my client results is \_\_\_\_\_.

Example: "They succeed fast when they already have leads coming in."

### STEP 6:

Identify Fulfillment Bottlenecks

- What tasks drain your time? What clients keep stalling you?

Fill in the blank:  
The biggest fulfillment drag in my business is \_\_\_\_\_.

- This usually becomes something you remove or delegate in higher tiers.

### STEP 7:

Clarify Client Feedback

List the top 3 compliments and top 3 complaints you've heard.

Compliments	Complaints

Fill in the blank:  
The most common thing clients love is \_\_\_\_\_.  
The most common thing they struggle with is \_\_\_\_\_.

### STEP 8:

Find the Gap Between Perceived and Actual Value

Ask: What do clients think they're buying vs what they're actually getting?

Fill in the blank:  
Clients think they're buying \_\_\_\_\_, but the real value they get is \_\_\_\_\_.

- This insight drives your future positioning and pricing.

### STEP 9:

Score Your Offer's Performance

Rate each category 1-10:

Category	Score
Client Results	
Delivery Efficiency	
Profit Margin	
Scalability	
Enjoyment to Fulfill	

Fill in the blank:  
Overall offer score = \_\_\_\_\_ / 50

- Anything below 35 means your offer needs redesign before stacking.

### STEP 10:

Summarize Your Findings

Fill in the blanks:  
My offer's strength is \_\_\_\_\_.  
My weakest link is \_\_\_\_\_.  
If I could improve one thing this week, it would be \_\_\_\_\_.

- This summary becomes the foundation for tomorrow's Offer Stack.

Why It's Important:

You can't scale confusion. Before you build multiple offers, you must understand what part of your current one actually sells. Once you know what drives results — and what drags — you can confidently build out your DIY, DWY, and DFY tiers around it.

Need help identifying what to keep vs cut before you stack?  
Book a free strategy session:

[square1grp.com/brainstormsession](https://square1grp.com/brainstormsession)

You've dissected your current offer.

Tomorrow, we'll rebuild it from the ground up — turning one product into three tiers of profit.