

# BUILD YOUR OFFER STACK— TURN ONE OFFER INTO THREE STREAMS OF REVENUE

MORE CLIENTS DON'T EQUAL MORE MONEY — BETTER PACKAGING DOES. TODAY, YOU'LL TURN YOUR SINGLE OFFER INTO A 3-TIER SYSTEM THAT MEETS PEOPLE WHERE THEY ARE AND MAXIMIZES YOUR PROFIT PER CLIENT.

OFFER STACK

## INSTRUCTIONS:

Yesterday you audited your core offer. You now know what clients actually value and what drains your time. Today we rebuild that into a simple, scalable **Offer Stack**:

- ✔ **DIY** — For low-budget, self-paced clients.
- ✔ **DWY (Done-With-You)** — The guided, collaborative middle tier.
- ✔ **DFY (Done-For-You)** — Premium, high-touch delivery.

Your goal today: define what each tier looks like — its promise, deliverables, and outcome.

## THE GUIDE:

### STEP 1:

Start With the Core Promise

Fill in the blank:

The core transformation all tiers deliver is \_\_\_\_\_.

Example: "Build a predictable lead generation system."

- ✔ The outcome stays constant; delivery changes.

### STEP 2:

Define Each Tier's Role

Use this table:

Tier	Description	Ideal Client	Goal	Fill in the blank:
DIY	Self-starter who wants guidance but will do the work	Learner	Gain clarity + small wins	Most of my current clients fall into the _____ category.
DWY	Client who wants coaching, feedback, accountability	Partner	Complete system setup together	
DFY	Client who wants it all done fast, no time to execute	Delegator	Full completion + results	

### STEP 3:

Identify the Core Components of Your Service

List your current deliverables (from Day 1) and categorize each by how it fits into your tiers.

Deliverable	DIY	DWY	DFY
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- ✔ Don't add new stuff — just redistribute what you already do.

### STEP 4:

Build the DIY Tier

Fill in the blank:

The DIY tier gives clients \_\_\_\_\_ (resource, tool, or framework). It helps them \_\_\_\_\_ (small win they can achieve alone). Support provided:  
☐ Email ☐ Course ☐ Guide  
☐ Community

Example: "DIY tier gives them my 'Lead Magnet Launch Guide' so they can generate their first 10 leads without ads."

- ✔ Think "accessible but incomplete."

### STEP 5:

Build the DWY Tier

Fill in the blanks:

The DWY tier combines \_\_\_\_\_ (main framework) with \_\_\_\_\_ (live or guided support).  
Duration: \_\_\_\_\_ weeks  
Format: ☐ Weekly calls ☐ Templates  
☐ Reviews ☐ Portal

Example: "We build your system together over 4 weeks — you execute, I review, we fix."

- ✔ This is your flagship — most clients land here.

### STEP 6:

Build the DFY Tier

Fill in the blanks:

The DFY tier includes everything in DWY plus \_\_\_\_\_ (extra value).  
Client responsibility: ☐ Minimal ☐ None  
Expected turnaround time: \_\_\_\_\_ weeks

Example: "We handle the full setup, copy, design, and launch — you just approve."

- ✔ Premium = less work for them, more results guaranteed.

### STEP 7:

Define the Transformation Statement for Each Tier

Use this template:

**DIY:** "Learn how to [outcome] with my exact framework."

**DWY:** "Work with me to [outcome] step-by-step."

**DFY:** "Let my team [outcome] for you — start to finish."

Fill in the blanks:

DIY statement: \_\_\_\_\_

DWY statement: \_\_\_\_\_

DFY statement: \_\_\_\_\_

- ✔ This becomes your sales language later.

### STEP 8:

Name Each Tier

Give each level a short, punchy name that reflects the transformation.

Example:

1. DIY → "Launch Kit"
2. DWY → "Growth Accelerator"
3. DFY → "Done-For-You Engine"

Fill in the blank:

My three tier names are: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

- ✔ Names make your offer feel premium.

### STEP 9:

Check Alignment

Ask:

1. Is each tier serving the same transformation?
2. Does each tier make the next one obvious to upgrade to?
3. Can I deliver all three sustainably?

Fill in the blank:

The biggest gap between tiers right now is \_\_\_\_\_.

### STEP 10:

Visualize Your Offer Ladder

Sketch or describe how your offers ascend.

Tier	Price Range	Transformation Depth
DIY	\$	1x
DWY	\$\$\$	3x
DFY	\$\$\$	10x

Fill in the blank:

The step-up incentive from DIY → DWY is \_\_\_\_\_, and from DWY → DFY is \_\_\_\_\_.

- ✔ Tomorrow, you'll attach real numbers to this ladder.

### Why It's Important:

Stacking your offer isn't about complexity — it's about choice. When clients can pick between learning it, doing it with you, or having it done, they self-select their budget and speed, and you multiply your income without adding new products.

You now have the bones of your Offer Stack.

Tomorrow, we'll lock in pricing, deliverables, and fulfillment so each tier feels balanced, profitable, and scalable.

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

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