

POSITION & PRESENT YOUR STACK— MAKE CLIENTS INSTANTLY SEE THE DIFFERENCE (AND CHOOSE THE MIDDLE)

YOU DON'T SELL OFFERS — YOU SELL CLARITY. WHEN CLIENTS UNDERSTAND THE DIFFERENCE BETWEEN YOUR TIERS IN 10 SECONDS, YOUR SALES CALLS CLOSE THEMSELVES.

POSITION & PRESENT

INSTRUCTIONS:

You've built your offer stack and priced it. Now it's time to make it **visually and verbally undeniable**.

The goal today is to:

- ✔ Craft messaging that clearly separates your tiers
- ✔ Build a visual comparison that drives upgrades
- ✔ Create a simple way to pitch or present your stack on calls, in decks, or on landing pages

By the end of this worksheet, you'll have a **ready-to-sell Offer Stack Presentation** — one that makes your DWY the "goldilocks" choice for 80% of buyers.

THE GUIDE:

STEP 1:

Start With the Core Promise

- ✔ Remind prospects what all 3 tiers have in common: the transformation.

Fill in the blank:

All three tiers help clients _____.

Example: "Build a predictable client acquisition system."

- ✔ Keep this identical across all tiers — it's your anchor.

STEP 2:

Define the Tier Personality

Give each level its own character — how it feels to buy it.

Tier	Buyer Type	Motivation	Tone
DIY	Independent	"I can figure it out."	Casual / self-reliant
DWY	Collaborative	"I want guidance."	Supportive / confident
DFY	Delegator	"Just do it for me."	Premium / done-right

Fill in the blank:

Most of my leads resonate with the _____ tone.

- ✔ This helps guide your messaging and copywriting later.

STEP 3:

Write Each Tier's Headline

Use these templates:

- DIY: "Learn how to [desired result] with my proven system."
- DWY: "Work with me to [desired result] step-by-step."
- DFY: "Let my team [desired result] for you — fast and flawless."

Fill in the blank:

DIY headline: _____

DWY headline: _____

DFY headline: _____

- ✔ Headlines are what clients scan first — clarity > cleverness.

STEP 4:

Write the Core Value Proposition for Each Tier

Use this structure:

"This tier is perfect for [type of client] who wants to [main goal] without [pain point]."

Example: "This tier is perfect for DIY founders who want to generate leads without hiring an agency."

Fill in the blanks:

DIY: _____ DWY: _____ DFY: _____

- ✔ You'll reuse these on landing pages and sales decks

STEP 5:

Build the Offer Comparison Table

- ✔ Create a 3-column table that visually separates what's included.

Feature	DIY	DWY	DFY
Framework Access	✔	✔	✔
1:1 Support	✗	✔	✔
Done-For-You Build	✗	✗	✔
Launch Strategy	✔	✔	✔
Private Slack Access	✗	✔	✔
Implementation	✗	Partial	Full

Fill in the blank:

The one feature that best differentiates my DFY tier is _____.

- ✔ Keep the DWY column stacked with value — that's the anchor.

STEP 6:

Create the "Why Most Choose DWY" Line

Fill in the blanks:

"Most of our clients choose the [DWY name] because they get [benefit 1] + [benefit 2] without [pain]."

Example: "Most choose the Growth Accelerator because they get clarity + accountability without hiring a full team."

- ✔ This line should appear anywhere you show pricing.

STEP 7:

Craft a Simple Pitch Script for Sales Calls

Use this flow:

"So I offer three ways to help you [achieve outcome]."

The first is [DIY Name], which gives you the framework and tools to do it yourself. The next is [DWY Name], where we build it together — that's what most people go with. And for those who want it done 100%, we offer [DFY Name], where my team handles everything end-to-end. Which version sounds like the best fit for you right now?"

Fill in the blanks:

My offer names: DIY = _____, DWY = _____, DFY = _____

- ✔ This script keeps you in control while letting clients self-select.

STEP 8:

Create Your Visual Offer Ladder

Sketch or describe your tier hierarchy visually (this becomes Pau's graphic).

Tier	Price	Promise	Tagline
DFY	\$	Fastest path	"We do it all for you."
DWY	\$	Best balance	"We build it together."
DIY	\$	Entry point	"You do it — with my blueprint."

- ✔ Visual cues help buyers pick the middle tier automatically.

Fill in the blank:

The visual I want Pau to create should highlight _____ (e.g., middle tier glow, progress arrows, clear pricing gaps).

STEP 9:

Add Risk Reversal and Scarcity

Example:

- "30-day Love It or Leave It Guarantee."
- "Only taking 5 DFY clients this quarter."

Fill in the blank:

My risk reversal or scarcity statement: _____

- ✔ Build confidence and urgency into your presentation.

- ✔ This makes your offer feel safe and time-sensitive.

STEP 10:

Pressure Test It for Clarity

Ask three people (clients, friends, or team) to look at your offer stack and tell you:

- Which offer they'd pick
- Why
- What's unclear

Fill in the blank:

The biggest clarity gap my reviewers pointed out was _____.

- ✔ Fix confusion now — clarity is the new persuasion.

Why It's Important:

You can have the best pricing and offer in the world, but if people can't see the difference between your tiers, they default to doing nothing. Positioning turns your offer into a no-brainer choice — and when you frame your DWY as the "smart decision," it becomes the natural close every time.

You now have your 3-tier offer positioned, messaged, and ready to sell. Tomorrow, we'll package everything into The Offer Stack Playbook — your system for presenting, pricing, and scaling without confusion.